

CITY COUNCIL  
JEFF REESE, MAYOR  
GIL MCDUGAL, MAYOR PRO-TEM  
DANNY CARTER  
SHIRLEY MARCHMAN  
LESLIE MCPHERSON  
MATTHEW MONTAHAN

# City of Villa Rica



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CITY CLERK: ALISA DOYAL  
CITY ATTORNEY: C. DAVID  
MECKLIN

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VILLA RICA, GA. 30180  
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## MAYOR & COUNCIL MONTHLY MEETING AGENDA

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

July 9, 2019 | 6:00 PM

**Meeting Call to Order** (Mayor Jeff Reese)

**Invocation** (Councilwoman Leslie McPherson)

**Pledge of Allegiance** (Mayor Jeff Reese)

**Ceremonial Presentations** (Mayor & Council)

- Oath of Office: Mac Pilgrim - Planning & Zoning Commission

**Adoption of the Agenda** (Mayor Jeff Reese)

**Public Comment** (We ask that you sign in for Public Comment before the meeting begins. Please state your Name and Address for the record and limit your comments to three minutes)

**Council Updates** (Subjects of General Interest and Concern)

### A. Governing Body (Mayor Jeff Reese)

1. Approval of Minutes:
  - a. Meeting Minutes of June 25, 2019.

### B. Community Development (Bobby Elliott, Director)

1. Street Light Policy
2. Alcoholic Beverage License Request
3. Sign Ordinance First Reading 0-20-19
4. Architectural Review Guidelines Revised 0-21-19

### C. Economic Development (Janet Chumley, Main Street Manager)

1. Main Street Advisory Board Appointment of Bradford Hegler

### D. Utilities (Pete Zorbanos, Director)

1. F-350 Up Fit with Flat Bed and Crane (Dean Zeigler, WPCP Manager)

### E. City Manager (Tom Barber)

**Adjournment**





# CITY OF VILLA RICA

## City Council Packet

**SUBJECT: Street Light Policy**

**CITY COUNCIL AGENDA DATE:** July 9, 2019

**DATE:** June 26, 2019

**PREPARED BY:** Bobby C. Elliott, P.E.

**FISCAL IMPACT:**

**ANNUAL –** Dependent on additional lighting charges.

**CAPITAL –**

**OTHER –**

**FUNDING SOURCE:** If lights are added, funding will be from the Streets Operating Budget, 100-4210-531231.

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**PURPOSE:** The purpose of this recommendation is to set a policy and procedure to install additional street lights that might be requested by citizens or recommended by staff.

**BACKGROUND:** Inside the City of Villa Rica from time to time we have requests from citizens about dark areas on streets that possibly need additional lighting. City staff also could make a recommendation to add lighting if it is discovered that dark areas at night exist. To this point in time, the City does not have an official policy to evaluate the need for additional lighting. This policy will satisfy this need.

**STAFF RECOMMENDATION:** The staff recommends approval of this **Street Light Policy**.

**IMPACT:** The budget impact is dependent on the number of additional lights installed. Charges for street lights are based on flat monthly charges.

**MOTION:** I make a motion to adopt the Street Light Policy as presented.

City of Villa Rica

**Street Light Policy**

*Citizen Requests for Street Lights*

*Adopted July 2019*

Department of Public Works

(770) 459-7000

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## Overview

A street light is intended to provide illumination on the public streets or roads within the Villa Rica road network in order to aid in the safe and orderly movement of vehicular traffic within the traveled way.

City of Villa Rica street lights are installed exclusively to illuminate public streets and roads and pedestrian infrastructure. Any secondary benefit such as perceived personal security; or the lighting of yards, driveways, or private property is considered coincidental.

### I. Street Lighting Standards

Street lighting shall conform to the following:

1. IES Standards (Illuminating Engineering Society)
2. AASHTO (American Association of State Highway and Transportation Officials)

Where a conflict between the standards occurs, the Director of Public Works or their designee (hereafter referred to as “the Director”) shall determine the appropriate design standard.

### II. Spacing and Illumination

- In general, spacing between lights should be between 200 to 250 feet for typical fixtures and should use a 150-watt LED bulb. However, property lines and existing pole placement may not always allow this.
- Cobra Heads typically illuminate 100 feet to each side and approximately 30 feet in front
- Pedestrian scale lighting is typically shorter, and thus spaced more closely

### III. Luminaries and Poles

This policy utilizes Georgia Power and Greystone Power standards for fixtures and poles.

Costs that shall be covered by the **City of Villa Rica** are the ongoing electric cost for lighting at Georgia Power or Greystone Power minimum illumination standards including:

1. standard luminaries on existing poles (typically cobra heads on residential streets)
2. development installed luminaries on decorative poles
3. capital program installed luminaries on decorative poles

Costs that shall be covered by **Georgia Power or Greystone Power** include:

1. The jurisdictional power company will install a standard cobra head luminary on an existing pole.

2. Repairing in kind any and all damage caused while working in the right-of-way or on private property, such as grass, sod, and/or shrubs, etc.

Costs that shall be covered by **the community** are the capital costs. The City reserves the right to pass along the costs of anything above the minimum standard installation. These include, but are not limited to, the following:

1. Installation of a timber pole for installation of a light where no pole exists
2. Installation of decorative fixtures
3. Adding additional lighting may necessitate construction of other work, including transformers, wire, trenching, boring, landscape, or other appurtenances
4. Ongoing power costs where the lighting exceeds minimum Georgia Power or Greystone Power standards. This includes higher wattage bulbs than standard or closer spacing than standard. The City will still cover the cost of what the minimum standard would cover, but additional costs related to the upgrade may be passed along to the applicant.

The Overlay District throughout the City has their own design standards for luminaries and poles that must be used. The Community Development Department maintains these standards and they shall be consulted before modifying any lighting fixtures in this district.

All installations are subject to the approval of the Director. City staff shall inspect installations, which may require a nighttime survey. If the requested street light is on a state route, then the project will require approval from the Georgia Department of Transportation.

#### **IV. Street Light Request Process for Existing Public Streets**

This policy follows the standard City process for citizen response to provide uniformity and ensure responsiveness and accountability.

1. Requests for new street lights and/or changes in existing street lights on existing roadways must be made in writing to the Director. Requests should include the primary concern and an individual contact person for follow up. Requests will be logged into the City's tracking system and included on the list of street light requests.

When an organized group is active, i.e., homeowners association (HOA), civic association or other, the request shall be submitted by that entity. If no formal group exists, the request may be made by an individual or group of individuals.

Requests for street light changes may include, but are not limited to, the following:

- Additional/fewer lights
- Rearrangement of lights
- Refurbishing of lights

2. Upon receipt of the street light request, a field survey shall be conducted by City staff to determine the existing lighting conditions including number of street lights, locations, spacing, fixture types, poles, and any other pertinent information. An inspection may take place at night hours if deemed necessary.
3. Findings are documented and the results are presented to the City Manager for direction. As directed by the City Manager, the Director shall notify the identified contact person of the findings and recommendations.
4. If installation is recommended, the community shall circulate a petition to the impacted neighboring property owners. The impacted neighboring property owners are defined as any property owner that has all or a portion of their property within a 250-foot radius of a requested street light modification. The requestor must obtain approval of at least 65% of the property owners petitioned unless a single light is requested, at which point 100% of the property owners must be in favor of the additional street light. All properties in the impacted area must be contacted. If a property owner does not respond, it will be counted as a no vote. If a safety problem can be documented, the Director will recommend to the City Manager to waive the petition process.
5. Once the petition is verified, a map shall be drawn of the area showing any existing street lighting
6. Contact shall be made by City staff with the Georgia Power Company or Greystone Power Company and a meeting shall take place, if necessary, to discuss various options. Georgia Power or Greystone Power shall later supply their recommendations and estimated costs, including installation and monthly billings, to City staff.
7. The map shall be updated to show proposed lighting and submitted to the Director with all supporting documentation for review. The street light request will be implemented at the direction of the City Manager.

## **V. Existing Private Streets**

City staff may work with the neighborhood association and/or utility company to design a plan that shall meet City specifications, if directed by the City Manager. Neighborhood associations or other private entities will be responsible for the cost of installation and all ongoing maintenance and power costs for street lights on private streets.

## **VI. Overlay District Streets**

Any street lights installed within the boundaries of the Villa Rica Overlay District must conform to the standards set forth in the overlay district policy, and approved by Community Development. Pedestrian light standards are included in the Zoning Ordinance, and all street lights must conform to standards as approved by the Director of Community Development. All costs for overlay district street light installation shall be covered by the applicant, and ongoing power costs will be covered by the City.

## **VII. New Construction and Development**

All new construction shall conform to the most recent version of the Zoning Ordinance, Development Regulations, Subdivision Regulations, or as approved by the Director of Community Development. Once each phase of construction is at least 50% occupied, the City of Villa Rica will agree to take over the current negotiated monthly power cost from the contractor. This will require the contractor to submit a written request to the Director.

## **VIII. Signalized Intersections and Bus Stops**

Where appropriate, luminaries may be installed on opposite corners of a signalized intersection. If the intersection is sufficiently large, luminaries may be installed on all four corners. When signals are upgraded or modified, luminaries should be considered for installation as part of the project. All new signal installations should consider street lighting during the design phase, and include luminaries as required by the Director.

All bus stops may be sufficiently illuminated so that early-morning and evening transit riders will be more visible to drivers. If transit users feel safer using the system, then they become more likely to use the system.

## **IX. Trouble Calls, Maintenance, and Vegetation Trimming**

Residents may contact Georgia Power at 1-888-660-5890 or Greystone Power at 1-866-473-9786 to report bulb outages, damaged lights, vegetation blocking the lights, or other maintenance issues. If the community has trouble receiving action on their request, Public Works will act as an advocate and liaison with both Power Companies.

Public Works Staff should survey the City network of collector and arterial roads once a year to ensure any outages are reported to the respected jurisdictional Power Company. Local streets should be surveyed every three years.

## **Appendix A – Sample Petition Letter and Forms**

Two sample petitions follow. The first is an example of a single sheet per property design which could be included in a Home Owner's Association newsletter or distributed by volunteers. The second is a petition form that includes multiple signatures and could be delivered by volunteers or kept in a central location. Either form, or reasonable variations of either, is acceptable. Neighborhoods have had success with multiple distribution methods, and Public Works staff is available to offer advice and suggestions.

Regardless of exact format, all petitions must have certain features. Most importantly, the property owner(s) must clearly indicate they are in favor of street lights on the neighborhood streets. The street address where the pole is located and the pole number (if available) should be included. The street address of the petitioning property owner should be indicated, along with printed name(s) of the owner. Please note that all listed property owners must sign the petition or a 'no' vote will be recorded for the property.

Submitted petitions should include a cover letter from the HOA Board, neighborhood president, or other responsible party attesting that all signatures are correct and valid to the best of their knowledge. The letter should also specify that the petition supports the type of and number of street lights.

City of Villa Rica Department of Public Works  
c/o Street Light Program  
571 W. Bankhead Hwy  
Villa Rica, Georgia 30180  
(770) 459-7000

## PETITION FOR STREET LIGHTS

I, the undersigned, being the owner of real property located at

\_\_\_\_\_

in the City of Villa Rica, in the

\_\_\_\_\_

neighborhood, do hereby petition for the installation of

\_\_\_\_\_

for purposes of improving the safety of the neighborhood streets for all users of the roadways.

I do hereby pledge and consent to the installation of street light(s) on the roadways adjacent to my property and in the neighborhood that are constructed within the public right-of-way and conform to the design and safety standards for such devices as determined by City of Villa Rica Department of Public Works.

\_\_\_\_\_

Print Name (First, Last)

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Print Name (First, Last)

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

## PETITION FOR STREET LIGHTS

We, the undersigned, do hereby record our preference on the installation of street lights adjacent to our property and in our neighborhood, which would be constructed within the public right-of-way and conform to the design and safety standards for such devices as determined by City of Villa Rica Department of Public Works.

Proposed location of light(s):

Street Address

Pole # (if available)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

| Printed Name | Signature | Property Street Address | Write Yes/No | Date |
|--------------|-----------|-------------------------|--------------|------|
|              |           |                         |              |      |
|              |           |                         |              |      |
|              |           |                         |              |      |
|              |           |                         |              |      |
|              |           |                         |              |      |
|              |           |                         |              |      |
|              |           |                         |              |      |
|              |           |                         |              |      |

Neighborhood: \_\_\_\_\_

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# CITY OF VILLA RICA

## City Council Packet

**SUBJECT: Ordinance No. 0-20-2019, Villa Rica Sign Ordinance,  
First Reading**

**CITY COUNCIL AGENDA DATE: July 9, 2019**

**DATE: June 27, 2019**

**PREPARED BY:** Chris Montesinos AICP  
Deputy Director of Community Development

**FISCAL IMPACT:**  
ANNUAL – N/A  
CAPITAL – N/A  
OTHER – N/A

**FUNDING SOURCE: N/A**

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**PURPOSE:** It was determined that the Villa Rica's existing Sign Ordinance is deficient, and does not adequately provide the signage protections needed for the city. Over the past several months, City staff rewrote the entire sign ordinance in-house, saving the City thousands of dollars. Not only does the new Sign Ordinance address sign standards and restrictions across the city, it also provides signage guidelines for the downtown commercial (and historic) district.

**BACKGROUND:** The existing Villa Rica Sign Ordinance has been problematic for years. Not only does it not effectively regulate all general signage types – such as window signs – where all legislative restrictions are absent – but that it puts an additional burden on the applicants, staff, and City Council by having to grant Variances to the existing code. Since the current code is disjointed, incomplete, substantively ineffective, it was decided early in the process to rewrite the entire code from scratch. Sign codes from other cities were considered for comparison – including Canton, Woodstock, Fayetteville, Hampton, Brookhaven, Chamblee, East Point, and Hapeville. Ultimately, the general structure of the new ordinance is formatted on the Brookhaven ordinance, but includes some of the better parts of ordinances from the other jurisdictions. Following the final drafting of Villa Rica's new Sign Ordinance, staff did an analysis to see how the last two years of approved sign applications fared against the new code. As a result, 23% of previously approved applications failed to pass the proposed code – demonstrating the new code's strengthened regulatory controls. Further, the new ordinance provides design guidelines for the Historic Preservation Commission to use when considering Certificates of Appropriateness for new signs downtown. The new Sign Ordinance was distributed to the Mayor and City Council, and Planning Commission in March, and was presented at the Downtown Development Authority meeting on

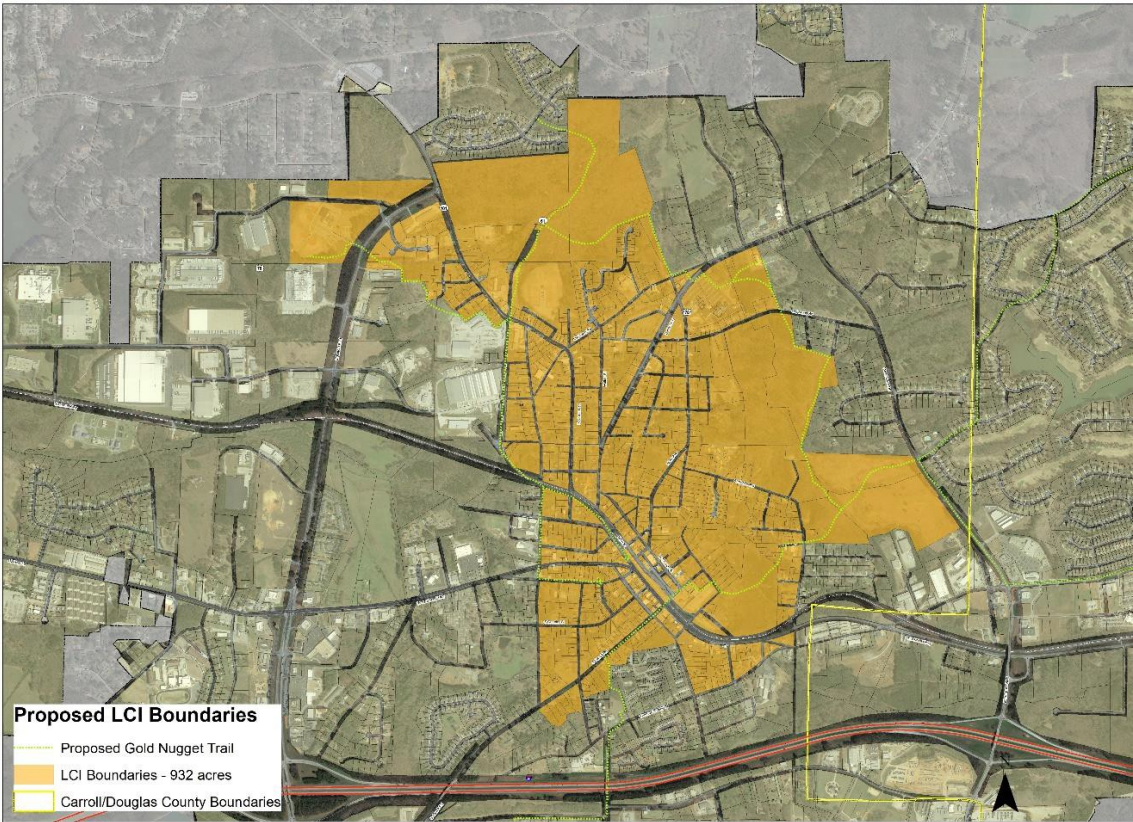
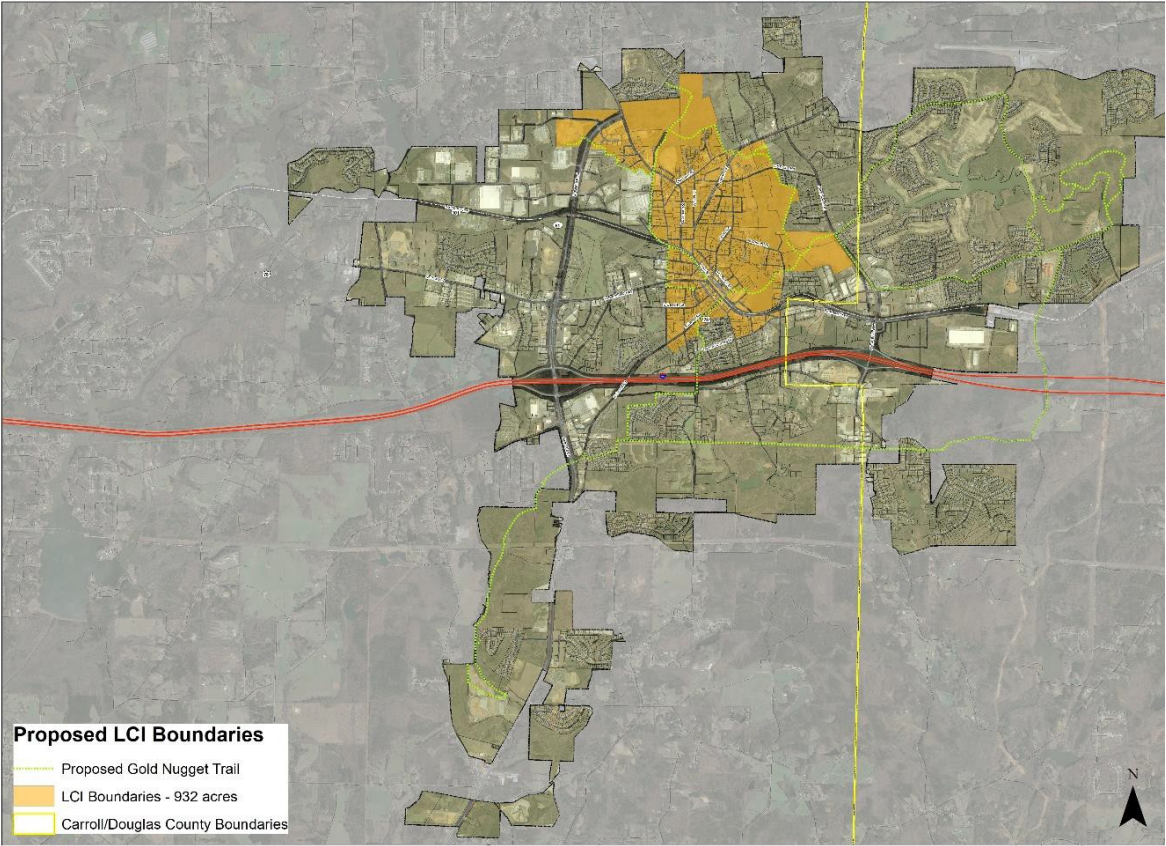
April 22, 2019. Also, the Sign Ordinance was presented at the May 7<sup>th</sup> Planning Commission meeting.

**STAFF RECOMMENDATION:** Staff is available to present and respond to questions from the Mayor and City Council and attending public and recommends approval of this Ordinance.

**IMPACT:** The new Sign Ordinance will more effectively control signage erected in the city. It is a more clearly illustrated ordinance that is easier to understand by sign companies, businesses and the interested public. The new ordinance will be more effective and efficient for staff, and cut down on the need to seek a Variance from the Mayor and City Council.

**MOTION:** This is a first reading. Final Reading for adoption is scheduled for July 23, 2019.

Preliminary LCI Planning District Map



# ARTICLE 9

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## Sign Ordinance

City of Villa Rica, Georgia

571 W. Bankhead Highway  
Villa Rica, GA 30180

Phone: (770) 459-7000  
Email: [info@villarica.org](mailto:info@villarica.org)



# City of Villa Rica, Georgia

## Mission Statement

The City of Villa Rica provides a home town charm with a golden history serving its citizens effectively by ensuring quality services and a safe environment.

## Vision Statement

Villa Rica will be a thriving city focusing on quality of life and planned growth by blending its past and future.

## Sign Ordinance – Intent

This Article is intended to regulate the location, erection, maintenance and use of signs in all land use districts, regardless of type or size, and to insure that no sign shall constitute a safety hazard.

The intent of this Article is to create a balanced system of sign control that accommodates both the needs for a well-maintained, safe and attractive community, and the need for effective business advertising, identification, and communication. This balance will assist in promoting the economic health of the community through increase tourism and property values.

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Sec. 9.01 – PURPOSE AND FINDINGS

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- 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;
  - 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.

## Sec. 9.02 – 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.

**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 (2,046K).

**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.

**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 of this 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.

**Store Front** means the exterior wall of a single, undivided unit in a commercial block or located within a planned commercial center or business park.

**Street Frontage** means the lot line that shares a common boundary with any road or street.

**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. Examples:

**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.

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**Sec. 9.03 – PERMITS**

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- 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.

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**Sec. 9.04 – APPLICATION INFORMATION**

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- 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 \$25.00 review fee with the balance of the full application fee due upon issuance; and
  - 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. 9.05 – TIME FOR CONSIDERATION AND ISSUANCE

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- 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. 9.06 – DENIAL AND REVOCATION

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- 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 45<sup>th</sup> 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 ~~subsection (c) of this section~~ **Section 2.03(k) of the Unified Development Code**, and pursuant to the following criteria and procedural requirements:
  - a) Appeal of decision by administrative officials. A denial or revocation pursuant to this chapter shall be appealable by filing with the ~~Secretary of the City Council~~ **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 ~~6-07~~ 2.03(k) of the Villa Rica Unified Development Code.

- b) Decision of the ~~board~~ City Council. Following the consideration of all testimony, documentary evidence, and matters of record, the ~~board~~ Council shall make a determination on each appeal. An appeal shall be sustained only upon an expressed finding by the ~~board~~ 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 ~~board~~ 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 ~~board~~ 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. 2.02(B) of the Villa Rica Unified Development Code.* Notice of public hearing before the board on any application for appeal or variance shall be provided as follows:
- a) ~~Written notice of the nature of the proposed application, and the date, time, and place of the public hearing before the board shall be mailed by first class mail to all property owners within five hundred (500) feet of the boundaries of the subject property as measured by use of the official zoning maps, and as such property owners are listed on the tax records of the city, at least fifteen (15) days before the public hearing before the board;~~
  - b) 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 ~~board~~ 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 ~~board~~ Council; and
  - c) 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 ~~board~~ Council.
  - d) 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.
  - e) 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 ~~superior court of the~~

county 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.9.07 – PERMIT EXPIRATION

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- 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 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. 9.08 – ENFORCEMENT AND PENALTIES

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- a) The ~~director~~ **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.
- b) 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.
- c) 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.
- d) 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.
- e) 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.

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**Sec. 9.09 – VARIANCES**

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- 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 2.03J of the Unified Development Code.
- ~~2) 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 after receiving evidence that the applicant meets all of the following criteria:~~
  - ~~a) Exceptional conditions pertaining to the property where the sign is to be located because of its size, shape, or topography, which are not applicable to other lands or structures in the area;~~
  - ~~b) Granting the variance would not confer on the applicant any significant privileges which are denied to others similarly situated;~~
  - ~~c) The exceptional circumstances are not the result of action by the applicant;~~
  - ~~d) The requested variance is the minimum variance necessary to allow the applicant to enjoy the rights commonly enjoyed by others similarly situated;~~
  - ~~e) Granting of the variance would not violate more than one standard of this chapter; and~~
  - ~~f) Granting the variance would not result in allowing a sign that interferes with road or highway visibility or obstructs or otherwise interferes with the safe and orderly movement of traffic.~~
- 3) 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.
- 4) No variance shall be granted which increases the size of a sign more than twenty (20) percent of that allowed by this chapter.
- 5) No variance shall be granted to increase the size or height of a banner, sidewalk, wayfinding, construction or standard informational signage.

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**Sec. 9.10 – AGGREGATE SIGN AREA**

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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 <sup>1</sup>         | SFA, MF1, MF2 | I1, I2 | MF2, CMU, CBD <sup>4</sup> , C1, |
| Aggregate Sign Area (sf)                                                                                                                 | 64 | 50 <sup>2</sup> /32 <sup>3</sup> |               | 300    | 300                              |
| - Multiple Tenant                                                                                                                        |    |                                  |               | 600    | 600                              |
| <sup>1</sup> PUD - Residential development shall follow residential standards. Commercial development shall follow commercial standards. |    |                                  |               |        |                                  |
| <sup>2</sup> Institutional uses within residential zoning districts only.                                                                |    |                                  |               |        |                                  |
| <sup>3</sup> Subdivision entrance signs only.                                                                                            |    |                                  |               |        |                                  |
| <sup>4</sup> CBD limited to 200 sf.                                                                                                      |    |                                  |               |        |                                  |

### Sec. 9.11 – 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;

- 10) Out-of-store marketing device;
- 11) A-frame or easel style signs; ~~(the following has moved to 9.41 (11))~~; so long as though signs are:
  - 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 shall be 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.~~
- 12) Wayfinding signs.

#### Sec. 9.12 – FEES

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- 1) The cost of a sign permit shall be established by the City Council and collected by the director.

#### Sec. 9.13 – OWNER’S CONSENT REQUIRED

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- 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. 9.14 – PROHIBITED SIGNS

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- 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. 9.36(2); and
  - ii) LED signs not meeting the standards of Section 9.36(3);
- 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 and any sign constructed of non-durable material including, but not limited to, paper, cardboard or flexible plastic, **except as permissible under Sec. 9.41(3)**. 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
- s) Abandoned signs. Signs (including sign structures) shall be deemed abandoned if it ~~does not present a neat and orderly appearance, which may be manifested by the following; rust or holes on or in the sign or sign structure, or broken, missing, loose or bent parts, faded or flaking paint, non-operative or partially non-operative illuminating or mechanical devices or missing letters in sign copy and/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**, 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) Handheld signs, where:~~
  - ~~i) a. Handheld Signs are allowed during the time period in which parades, pickets, or processions that are permitted under Section 22-1 et. seq. occurs.~~
  - ~~ii) b. No Handheld Sign shall be placed or carried that extends beyond the width of the body of the individual holding such Sign or that extends more than 24 inches above the individual's head.~~
  - ~~iii) c. All individuals carrying any such Signs shall remain at least ten (10) feet apart, shall not stand or loiter in front of any doorway, driveway or street intersection and shall not interfere with the general flow of traffic, whether pedestrian or vehicular.~~
  - ~~iv) d. All Handheld Signs are exempt from the permitting requirements of Section 9.03~~
- v) 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 ~~ten (10)~~ **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.
  - i) **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.**
  - vi) Sign bearers shall not use bull horns, amplified music, whistles, or other devices that could disrupt traffic or endanger pedestrian or traffic safety.

- vii) Sign bearers shall not stand on any object, including but not limited to, boxes, ladders, stilts and roller skates.
- viii) Such signs may not utilize any form of illumination, including flashing, blinking or rotating lights.
- ix) Such signs shall not utilize any attachments, including, but not limited to, balloons, ribbons, speakers or flags.
- x) Such signs shall be held, worn, or balanced at all times and shall not twirl or rotate unless located on private property.
- xi) 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.

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**Sec. 9.15 – NONCONFORMING SIGNS**

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- 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 7.04(B)(3) of the Unified Development Code. The standard in Sec. 7.04(B)(3) 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.9.16 – 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).

Figure 2: Sign Area Calculations

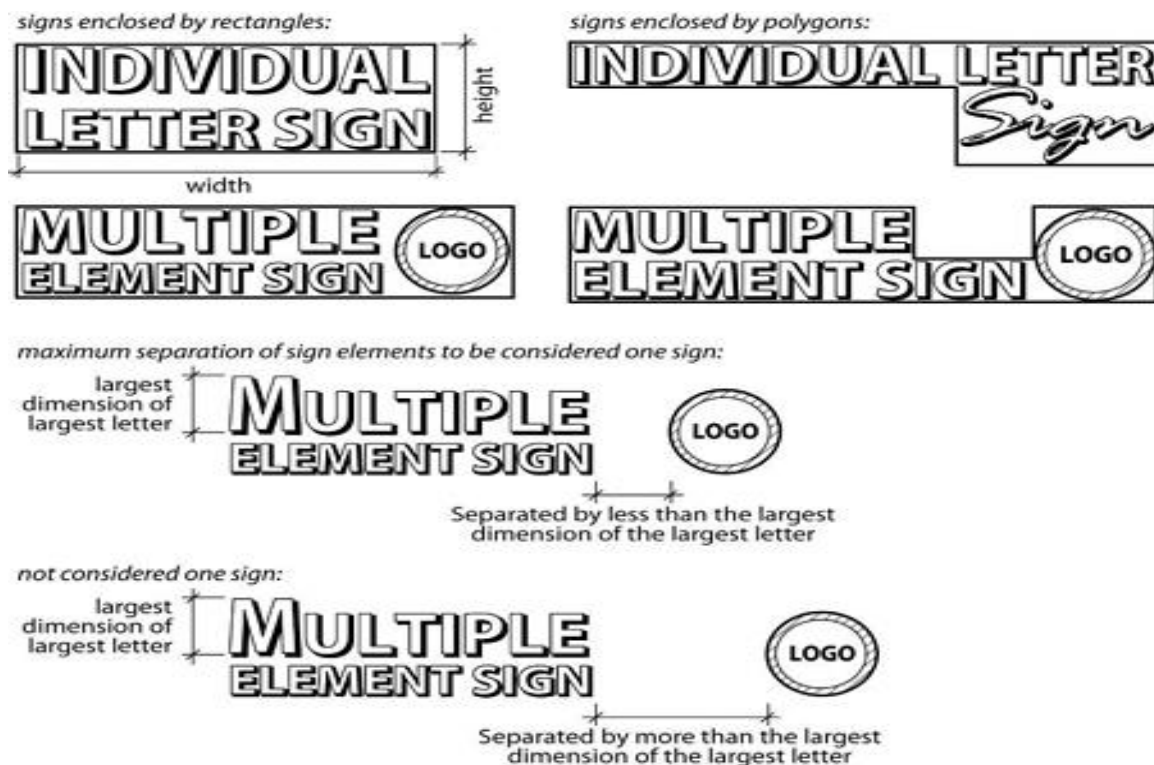
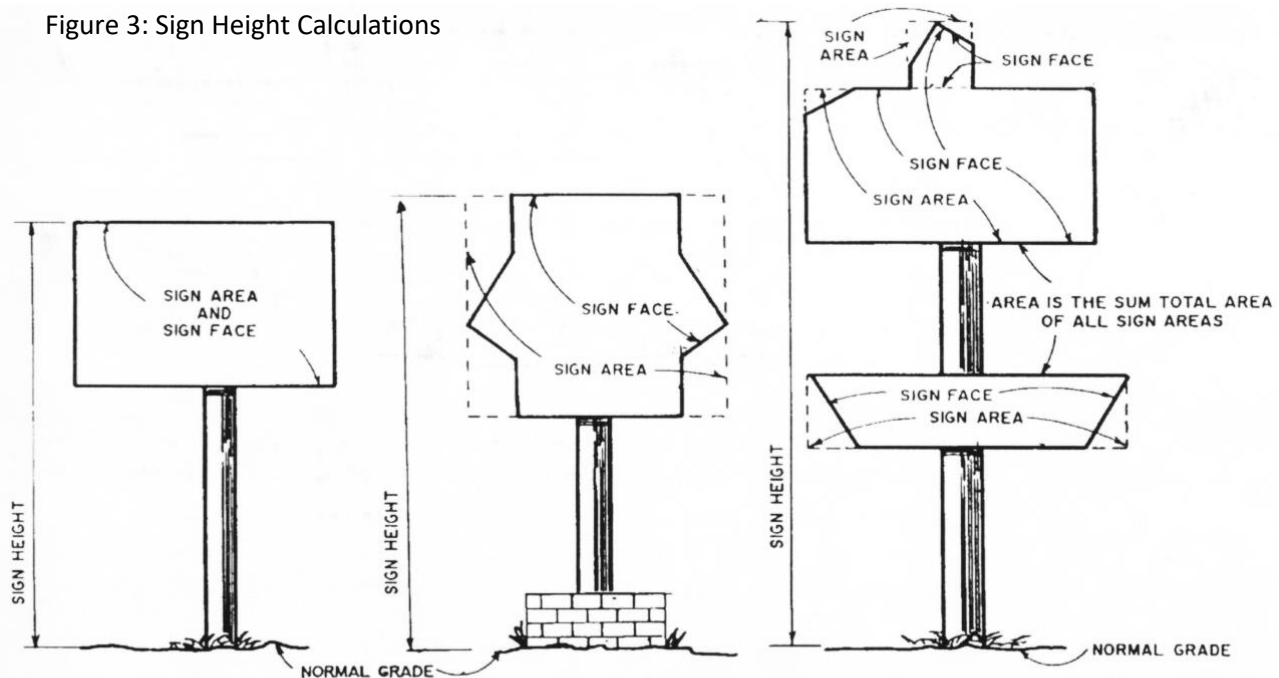


Figure 3: Sign Height Calculations

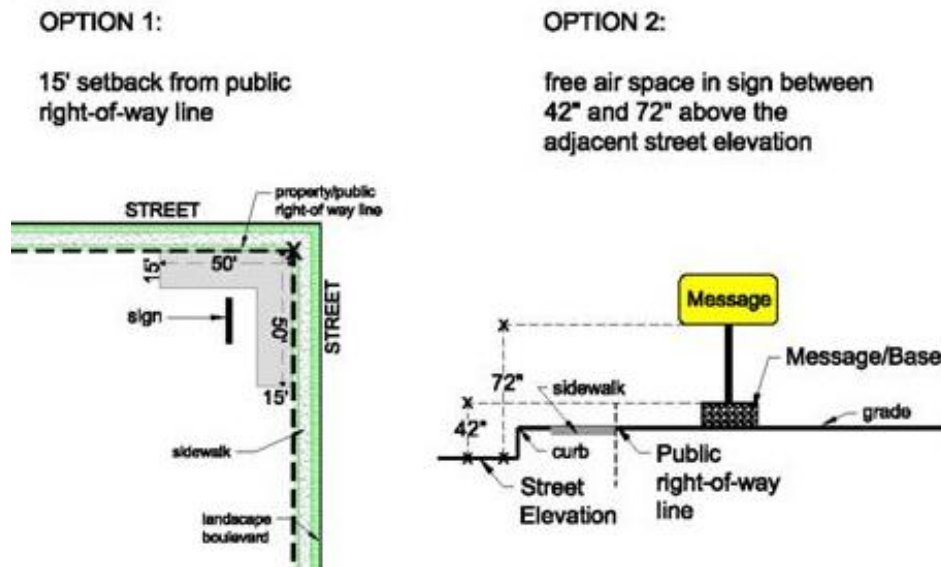


\* Calculate area of smallest square, circle, rectangle or combination thereof, that can encompass the sign face.

### Sec. 9.17 – 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:
  - a) 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.
  - b) In the Downtown Overlay District – Chapter IV, Sec.9.44-45, 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.
  - c) For a residential use, if the distance ~~between~~ **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.
  - d) 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) Banners, **and yard signs, real estate signs, and political signs smaller than six (6) square feet,** shall be exempt from the setback requirements, but shall not encroach upon the right-of-way.
  - f) Window signs are only allowed on the ground floor of a building.

Figure 4: Visibility Triangle and Sign Heights



- g) 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.

### Sec. 9.18 – 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 Overlay District, which are subject to regulations under Chapter IV, Sec. 9.44-45. If it is possible to define a sign using more than one of the definitions found in Sec. 9.02 – 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 9.17(1)(g) 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 Overlay 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.
- 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)

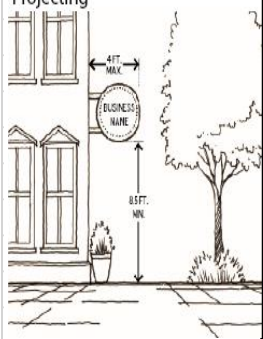
| Zoning Districts: New (and Old)                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>AGR</b>                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>AG (RD)</b>                                                                                                                 |
| <b>RES</b>                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>R1, R2, SFA, MF1, MF2, PUD (R-20, R-14, RT, PD*)</b>                                                                        |
| <b>COM</b>                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>CBD, CMU, C1, C2, OMI, PUD (DT, NC, GC, HC, OI, PD*)</b>                                                                    |
| <b>IND</b>                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>I1, I2 (LI, GI)</b>                                                                                                         |
| (*)                                                                                                                                                                                                                                                                                                                                                                                                                             | 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 – this ordinance was drafted the same time the zoning ordinance was being revised. References within this ordinance may include the current zoning districts as well as those from the new zoning ordinance. Interpretation is at the discretion of the Community Development Director. However, the requirement of this sign ordinance supersede the prior edition upon adoption. |                                                                                                                                |

**Table 9.1****Permanent Signs**

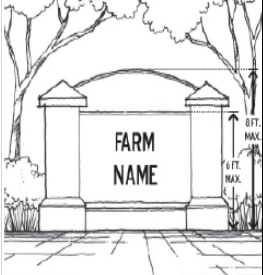
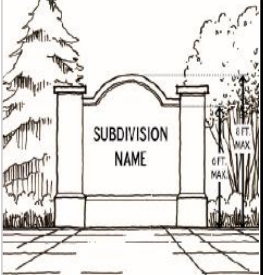
|                                                                                                                   | AGR | IND | RES | COM | Specifications                                                                                                                                                                                                                                                                                                                                                         |  |
|-------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Awning</b><br>                |     |     |     |     | a. Quantity (max.) 1 per Awning<br>b. Sign Face Area 50% of Awning<br>c. Height NA<br>d. Depth/Projection 8 ft<br>e. Clearance 8.5 ft<br>f. Setback 9.21(6), 3 ft from edge of pavement or curb<br>g. Time of Display NA<br>h. Landscaping/Illumination NA/9.21(7)<br>i. Electronic Message Center No<br>j. Other 9.21                                                 |  |
| <b>Canopy</b><br>               |     |     |     |     | a. Quantity (max.) 1<br>b. Sign Face Area 6 sf<br>c. Height NA<br>d. Depth/Projection NA<br>e. Clearance 8.5 ft<br>f. Setback NA<br>g. Time of Display NA<br>h. Landscaping/Illumination NA/Internal Only, 9.18(4)<br>i. Electronic Message Center No<br>j. Other NA                                                                                                   |  |
| <b>Directory Wall Sign</b><br> |     |     |     |     | a. Quantity (max.) 2<br>b. Sign Face Area 8 sf<br>c. Height NA<br>d. Depth/Projection NA<br>e. Clearance NA<br>f. Setback NA<br>g. Time of Display NA<br>h. Landscaping/Illumination No/Yes, 9.18(4)<br>i. Electronic Message Center No<br>j. Other 4" Letters Minimum                                                                                                 |  |
| <b>Wall, Single Tenant</b><br> |     |     |     |     | a. Quantity (max.) 1 Sign per Frontage<br>b. Sign Face Area 2:1 Primary, 1:1 Secondary (Square Feet: Linear Feet)<br>c. Height 9.29(1)<br>d. Depth/Projection 12 inches from wall (max)<br>e. Clearance NA<br>f. Setback NA<br>g. Time of Display NA<br>h. Landscaping/Illumination No/Yes, 9.18(4), 9.29(1)(d)<br>i. Electronic Message Center No<br>j. Other 9.29(1) |  |

Table 9.1

## Permanent Signs

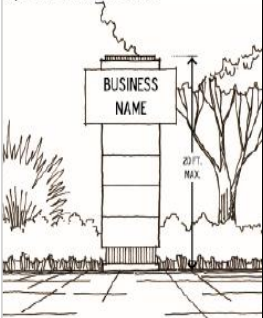
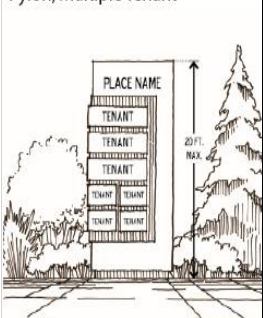
|                                                                                                                   | AGR | IND | RES | COM | Specifications                                                                                                                                                                                                                                                                                                             |  |
|-------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Wall, Multiple Tenant</b><br> |     |     |     |     | a. Quantity (max.) 1 per Tenant Frontage<br>b. Sign Face Area 9.29(2)<br>c. Height 9.29(2)<br>d. Depth/Projection 12 inches from wall (max)<br>e. Clearance NA<br>f. Setback NA<br>g. Time of Display NA<br>h. Landscaping/Illumination No/Yes, 9.18(4)<br>i. Electronic Message Center No<br>j. Other 9.29(2)             |  |
| <b>Projecting</b><br>            |     |     |     |     | a. Quantity (max.) 1 per Frontage<br>b. Sign Face Area 12 sf (primary frontage), 8 sf (secondary frontage)<br>c. Height NA<br>d. Depth/Projection 4 ft<br>e. Clearance 8.5 ft<br>f. Setback NA<br>g. Time of Display NA<br>h. Landscaping/Illumination No/Yes, 9.18(4)<br>i. Electronic Message Center No<br>j. Other 9.27 |  |
| <b>Suspended</b><br>           |     |     |     |     | a. Quantity (max.) 1 per Frontage<br>b. Sign Face Area 12 sf (primary frontage), 8 sf (secondary frontage)<br>c. Height NA<br>d. Depth/Projection 4 ft<br>e. Clearance 8.5 ft<br>f. Setback NA<br>g. Time of Display NA<br>h. Landscaping/Illumination No/Yes, 9.18(4)<br>i. Electronic Message Center No<br>j. Other 9.27 |  |
| <b>Window</b><br>              |     |     |     |     | a. Quantity (max.) 1 per Tenant Frontage<br>b. Sign Face Area 25% of window area<br>c. Height NA<br>d. Depth/Projection NA<br>e. Clearance NA<br>f. Setback NA<br>g. Time of Display NA<br>h. Landscaping/Illumination NA<br>i. Electronic Message Center No<br>j. Other 9.32                                              |  |

**Table 9.1****Permanent Signs**

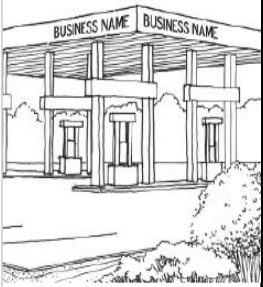
|                                                                                     | AGR | IND | RES | COM | Specifications               |                                                  |
|-------------------------------------------------------------------------------------|-----|-----|-----|-----|------------------------------|--------------------------------------------------|
| Time & Temperature (Digital)                                                        |     |     |     |     | a. Quantity (max.)           | 1                                                |
|    |     |     |     |     | b. Sign Face Area            | 9.39(3), Within allowable sign area              |
|                                                                                     |     |     |     |     | c. Height                    | 9.39(3)                                          |
|                                                                                     |     |     |     |     | d. Depth/Projection          | NA                                               |
|                                                                                     |     |     |     |     | e. Clearance                 | NA                                               |
|                                                                                     |     |     |     |     | f. Setback                   | 10 ft                                            |
|                                                                                     |     |     |     |     | g. Time of Display           | NA                                               |
|                                                                                     |     |     |     |     | h. Landscaping/Illumination  | NA/9.18(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                                               |
|                                                                                     |     |     |     |     | h. Landscaping/Illumination  | Yes, 9.18(5)/Yes, 9.18(4)                        |
|                                                                                     |     |     |     |     | i. Electronic Message Center | No                                               |
|                                                                                     |     |     |     |     | j. Other                     | 9.23                                             |
| Monument, Agricultural                                                              |     |     |     |     | 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, 9.18(5)/Yes, 9.18(4)                        |
|                                                                                     |     |     |     |     | i. Electronic Message Center | No                                               |
|                                                                                     |     |     |     |     | j. Other                     | NA                                               |
| Monument, Subdivision Entry                                                         |     |     |     |     | a. Quantity (max.)           | 1 Sign per Entrance                              |
|  |     |     |     |     | 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 ft                                            |
|                                                                                     |     |     |     |     | g. Time of Display           | NA                                               |
|                                                                                     |     |     |     |     | h. Landscaping/Illumination  | Yes, 9.18(5)/External, 9.18(4)                   |
|                                                                                     |     |     |     |     | i. Electronic Message Center | No                                               |
|                                                                                     |     |     |     |     | j. Other                     | NA                                               |

**Table 9.1**

**Permanent Signs**

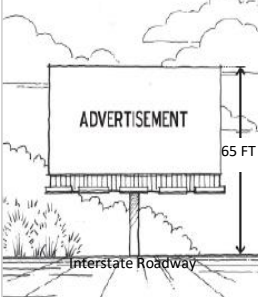
|                                                                                                                      | AGR | IND | RES | COM | Specifications                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
|----------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Monument, Commercial</b><br>     |     |     |     |     | a. Quantity (max.) 1 Sign per Frontage<br>b. Sign Face Area 50 sf (primary frontage), 24 sf (secondary frontage)<br>c. Height 6 ft sign, 8 ft w/ decorative elements<br>d. Depth/Projection NA<br>e. Clearance NA<br>f. Setback 10 ft, 50 ft from residentially zoned properties<br>g. Time of Display NA<br>h. Landscaping/Illumination Yes, 9.18(5)/Yes, 9.18(4)<br>i. Electronic Message Center Yes<br>j. Other 9.23, Multi-tenant allowed 25% more face area |  |
| <b>Monument, Institutional</b><br>  |     |     |     |     | a. Quantity (max.) 1<br>b. Sign Face Area 50 sf<br>c. Height 6 ft sign, 8 ft w/ decorative elements<br>d. Depth/Projection NA<br>e. Clearance NA<br>f. Setback 10 ft, 50 ft from residentially zoned properties<br>g. Time of Display NA<br>h. Landscaping/Illumination Yes, 9.18(5)/Yes, 9.18(4)<br>i. Electronic Message Center Yes<br>j. Other 9.23, EMC regulated by 9.39                                                                                    |  |
| <b>Pylon, Single Tenant</b><br>   |     |     |     |     | a. Quantity (max.) 1 (Nonpermissible in CBD and CMU)<br>b. Sign Face Area 100 sf<br>c. Height 20 ft<br>d. Depth/Projection NA<br>e. Clearance NA<br>f. Setback 10 ft<br>g. Time of Display NA<br>h. Landscaping/Illumination No/Yes, 9.18(4)<br>i. Electronic Message Center Yes<br>j. Other 9.25, 2 ft minimum width                                                                                                                                            |  |
| <b>Pylon, Multiple Tenant</b><br> |     |     |     |     | a. Quantity (max.) 1 ( Nonpermissible in CBD)<br>b. Sign Face Area 150 sf<br>c. Height 20 ft<br>d. Depth/Projection NA<br>e. Clearance NA<br>f. Setback 10 ft<br>g. Time of Display NA<br>h. Landscaping/Illumination No/Yes, 9.18(4)<br>i. Electronic Message Center Yes<br>j. Other 9.25, 2 ft minimum width                                                                                                                                                   |  |

**Table 9.1****Permanent Signs**

|                                                                                                                     | AGR | IND | RES | COM | Specifications               |                           |
|---------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|------------------------------|---------------------------|
| <b>Menu Board</b><br>              |     |     |     |     | 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, 9.18(5)/Yes, 9.18(4) |
|                                                                                                                     |     |     |     |     | i. Electronic Message Center | Yes                       |
|                                                                                                                     |     |     |     |     | j. Other                     | NA                        |
| <b>Service Station Canopy</b><br> |     |     |     |     | 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, 9.18(4)           |
|                                                                                                                     |     |     |     |     | i. Electronic Message Center | No                        |
|                                                                                                                     |     |     |     |     | j. Other                     | 9.27                      |
| <b>Home Business</b><br>         |     |     |     |     | 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                     | 9.24                      |
| <b>Post</b><br>                  |     |     |     |     | 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, 9.18(5)/No           |
|                                                                                                                     |     |     |     |     | i. Electronic Message Center | No                        |
|                                                                                                                     |     |     |     |     | j. Other                     | NA                        |

**Table 9.1**

**Permanent Signs**

|                                                                                                                    | AGR | IND | RES | COM | Specifications               |                                                       |
|--------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|------------------------------|-------------------------------------------------------|
| <b>Directional/Incidental</b><br> |     |     |     |     | 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, 9.18(4)                                          |
|                                                                                                                    |     |     |     |     | i. Electronic Message Center | No                                                    |
|                                                                                                                    |     |     |     |     | j. Other                     | NA                                                    |
| <b>Wayfinding</b><br>             |     |     |     |     | 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                     | 9.3                                                   |
| <b>Billboard</b><br>            |     |     |     |     | 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, 9.18(4)                                       |
|                                                                                                                    |     |     |     |     | i. Electronic Message Center | No                                                    |
|                                                                                                                    |     |     |     |     | j. Other                     | 9.38                                                  |

**Section 9.19 – MASTER OR COMMON SIGNAGE PLAN**

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- 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.

**Section 9.20 – SPECIAL SIGN STANDARDS BY COMMERCIAL HIGHWAY CORRIDOR**

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- 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. ~~These corridor standards shall supersede any regulations by zoning district except the Downtown Overlay.~~
- 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.
  - a) Height. ~~Monument~~ 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 – 100 square feet
    - ii) Multi-tenant developments with less than three (3) suites/units – 125 square feet
    - iii) Multi-tenant developments with more than three (3) suites/units – 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 ~~the downtown overlay district~~ **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 – 75 square feet
    - ii) Multi-tenant developments with less than three (3) suites/units – 100 square feet
    - iii) Multi-tenant developments with more than three (3) suites/units – 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 ~~Highway 61~~ **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.
  - b) Setback. Signs shall be setback at least five (5) feet from any property line.
  - c) Signable Area:
    - iv) Single developments – 75 square feet
    - v) Multi-tenant developments with less than three (3) suites/units – 100 square feet
    - vi) Multi-tenant developments with more than three (3) suites/units – 150 square feet

#### Sec. 9.21 – 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.
- 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 DMU 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. 9.22 – 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. 9.26.

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#### Sec. 9.23 – MONUMENT SIGNS

- 1) Shall not exceed eight (8) feet in height. Within ~~DMU~~ CMU and ~~OMI~~ 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.

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#### Sec. 9.24 – 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.

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#### Sec. 9.25 – PYLON SIGN, SINGLE TENANT

- 1) Pylon signs are permitted by right on lots or parcels zoned ~~GC~~ C2 or I2, or with primary building frontage on Highway 61/101 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 ~~DMU, CBD, and OMI~~ 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. 9.26 – PYLON SIGN, MULTIPLE TENANT**

- 1) Pylon signs are permitted on lots or parcels zoned ~~GC~~ **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, ~~DMU~~, or ~~CBD (Downtown Overlay District)~~ **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 9.01.**

**Sec. 9.27 – 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.

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**Sec. 9.28 – SERVICE STATION SIGNS**

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- 1) Monument Signs. See Section ~~9.24~~ 9.23.
- 2) Pylon Signs. See Section ~~9.23~~ 9.25.
- 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 24 square feet.

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**Sec. 9.29 – WALL SIGNS**

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- 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 RD zoning district or unless as otherwise noted in this Ordinance. Signs in the CBD and RD 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 frontage 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 DMU 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. Sign area shall be subject to aggregate sign area per lot/parcel as specified in Table 9.1: Permanent Signs.

- 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.

#### 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.

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**Sec. 9.32 – WINDOW SIGNS**

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- 1) 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.
- 2) Signs shall be allowed only on windows located on the ground floor ~~and second story of either a designated primary or secondary building frontage~~, except as granted by Special Exception by the Villa Rica City Council.
- 3) 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.10.08 of the Villa Rica Zoning Ordinance*. In such cases, the perforated window signs may be placed, inside or outside, with 50 percent of poster style signage and 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.

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**Sec. 9.33 – SIDEWALK SIGNS**

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- 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.

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**Sec. 9.34 - FLAGS**

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- 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.

#### Sec. 9.35 - BANNERS

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- 1) Each banner shall not exceed twenty-four (24) square feet in size and no banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than eight feet above grade when on the ground;
- 2) Each banner must be individually attached to poles, mast arms, or other structures;
- 3) No more than one banner shall be displayed per street frontage;
- 4) Banners shall be allowed for a period not exceeding fourteen (14) days with no more than three such 14-day periods being permitted per calendar year per business;
- 5) Each residential use may display one banner not exceeding twenty-four (24) square feet, without receiving a permit. No banner shall be displayed longer than 14 days. However, this 14-day period shall begin on the date when a notice is provided by the city in response to a complaint filed with the city or observed by code enforcement;
- 6) Subsection 4) of this section shall not apply to private schools and places of worship located in residential zoning districts. For the identified land uses, banners shall be allowed for a period not exceeding twenty (20) days with no more than eight such 20-day periods permitted per calendar year per lot; and
- 7) All banners must be maintained in good condition as provided for flags in section ~~9.32~~ 9.34.
- 8) Banners sanctioning an activity or event sponsored by a government or quasi-governmental entity, not limited to city, county, state, school system, or other government authorities, shall be exempt from the requirements of this section.

#### Sec. 9.36 – OUT-OF-STORE MARKETING DEVICE

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- 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.

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**Sec. 9.37 – CONSTRUCTION SIGNS**

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- 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 16 square feet in area and six 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.

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**Sec. 9.38 – BILLBOARD SIGNS**

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- 1) Billboards
  - a) The regulation and design of all billboard signs shall be governed by this section, subject to the following standards:
    - ~~b) Billboard signs shall be permitted on any property having frontage on an interstate and located in any of the following zoned districts: GC and I2.~~  
Billboard signs shall only be allowed on parcels with direct frontage on a federal highway.
    - ~~c) A billboard sign shall not be located more than one hundred (100) feet from an interstate right-of-way. (see (f) below)~~
  - d) 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.
  - e) ~~No billboard sign shall be located within three hundred (300) feet of a residentially zoned property as measured from the outermost edge of the sign to the closest point of the residential property.~~ (This section would result in making at least two existing billboards along I-20 nonconforming – I believe restricting frontage to the federal interstate would be sufficient)
  - f) A billboard sign shall meet the setback standards of the zoning district, provided the structure setback from any interstate right-of-way shall be a minimum of twenty-five (25) feet ~~from the sign edge of the structure.~~
  - g) No billboard sign shall exceed a height of sixty-five (65) feet as measured from the ground to the top of the sign.
  - h) 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.
  - i) No billboard sign shall be located with five-hundred (500) feet of any other billboard sign on ~~the same 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.

- j) ~~The sign area of a billboard sign located adjacent to an interstate right-of-way shall not be used in calculating "aggregate sign area."~~
  - k) Two (2) signs in the same location (back-to-back or "V" formation) shall be the same height above the interstate highway surface.
  - l) 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. ~~9.36~~ 9.38, 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 ~~same~~ 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 fronting on interstate highways only, and shall be positioned for viewing from such highways~~ zoned C2 or I2 with frontage on Highway 61 or 101, and on properties with direct frontage to a federal interstate highway.
    - 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. The owner of a digital billboard shall arrange for an annual certification of the foot-candle intensity measured in foot-candles by an independent contractor showing compliance and provide such certification to the code enforcement officer.~~
- xi. 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 ~~code enforcement officer~~ **Director of Community Development upon request.**
- xii. Digital billboards shall meet the same installation and permitting requirements and inspections as adopted for electrified signs and all other signs.
- xiii. 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.
- xiv. 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.
- xv. 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.
- xvi. In the event the ~~code enforcement officer~~ **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 ~~code enforcement officer~~ **Director of Community Development or designee.**
- xvii. 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.
- xviii. **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.**

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Sec. 9.39 – ELECTRONIC SIGNS

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- 1) Electronic signs shall be allowed as part of a lawfully permitted sign only in GC 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 seconds;
  - b) No message may be repeated at intervals less than three seconds;
  - c) No segmented message may last longer than ten seconds;
  - d) No traveling message may travel at a rate slower than 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 during the daylight hours and a maximum illumination of five-hundred (500) nits 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) during the daylight hours and a maximum illumination of five-hundred (500) nits 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.
    - ~~ii. The owner of any electronic sign or the holder of a sign permit for an electronic sign shall be required to submit annual certification to the director by an electrical engineer licensed in the state that the lighting on the electronic sign meets the standards in effect. The annual certification must be submitted to the director no later than January 31 for each year.~~
- 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.

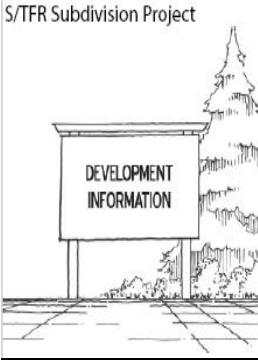
**Sec. 9.40 – TEMPORARY SIGNS**

- 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. The 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: New (and Old) |                                                                                                                                |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <b>AGR</b>                      | <b>AG (RD)</b>                                                                                                                 |
| <b>RES</b>                      | <b>R1, R2, SFA, MF1, MF2, PUD (R-20, R-14, RT, PD*)</b>                                                                        |
| <b>COM</b>                      | <b>CBD, CMU, C1, C2, OMI, PUD (DT, NC, GC, HC, OI, PD*)</b>                                                                    |
| <b>IND</b>                      | <b>I1, I2 (LI, GI)</b>                                                                                                         |
| (*)                             | In PUD zoned parcels, Residential Uses shall follow the RES regulations, and Commercial Uses shall follow the COM regulations. |

**Table 9.2****Temporary Signs**

|                                                                                                                      | AGR | IND | RES | COM | Specifications              |                                                |
|----------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|-----------------------------|------------------------------------------------|
| <b>Banner</b><br>                   |     |     |     |     | a. Quantity (max.)          | 1                                              |
|                                                                                                                      |     |     |     |     | b. Sign Face Area           | 24 sf                                          |
|                                                                                                                      |     |     |     |     | c. Height                   | NA                                             |
|                                                                                                                      |     |     |     |     | d. Depth/Projection         | NA                                             |
|                                                                                                                      |     |     |     |     | e. Clearance                | NA                                             |
|                                                                                                                      |     |     |     |     | f. Setback                  | NA                                             |
|                                                                                                                      |     |     |     |     | g. Time of Display          | 30 days per calendar year                      |
|                                                                                                                      |     |     |     |     | h. Landscaping/Illumination | NA/No                                          |
|                                                                                                                      |     |     |     |     | i. Permit                   | Required                                       |
|                                                                                                                      |     |     |     |     | j. Other                    | 9.40(1)                                        |
| <b>Construction</b><br>             |     |     |     |     | 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          | Removed when Certificate of Occupancy Obtained |
|                                                                                                                      |     |     |     |     | h. Landscaping/Illumination | NA/No                                          |
|                                                                                                                      |     |     |     |     | i. Permit                   | Required                                       |
|                                                                                                                      |     |     |     |     | j. Other                    | 9.40(2)                                        |
| <b>Inflatable Objects</b><br>     |     |     |     |     | 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, 9.41(3)(c) |
|                                                                                                                      |     |     |     |     | h. Landscaping/Illumination | NA/No                                          |
|                                                                                                                      |     |     |     |     | i. Permit                   | Required                                       |
|                                                                                                                      |     |     |     |     | j. Other                    | 9.41(3)                                        |
| <b>Model Home/Temp. Sales</b><br> |     |     |     |     | a. Quantity (max.)          | 1 per Model Home (4sf max.), 9.41(4)           |
|                                                                                                                      |     |     |     |     | 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                    | 9.41(4)                                        |

| Table 9.02<br>Temporary Signs                                                       |                                                | AGR | IND | RES | COM | Specifications              |                                                 |
|-------------------------------------------------------------------------------------|------------------------------------------------|-----|-----|-----|-----|-----------------------------|-------------------------------------------------|
|    | Ornamental, Seasonal,<br>Special Event 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          | 14 consecutive days, twice per year, 9.41(5)(c) |
|                                                                                     |                                                |     |     |     |     | h. Landscaping/Illumination | NA/No                                           |
|                                                                                     |                                                |     |     |     |     | i. Permit                   | No                                              |
|                                                                                     |                                                |     |     |     |     | j. Other                    | 9.41(5)                                         |
|   | Political Signs                                |     |     |     |     | a. Quantity (max.)          | 1 per Frontage                                  |
|                                                                                     |                                                |     |     |     |     | b. Sign Face Area           | 32 sf                                           |
|                                                                                     |                                                |     |     |     |     | c. Height                   | 5 ft                                            |
|                                                                                     |                                                |     |     |     |     | d. Depth/Projection         | NA                                              |
|                                                                                     |                                                |     |     |     |     | e. Clearance                | NA                                              |
|                                                                                     |                                                |     |     |     |     | f. Setback                  | 10 ft                                           |
|                                                                                     |                                                |     |     |     |     | g. Time of Display          | NA                                              |
|                                                                                     |                                                |     |     |     |     | h. Landscaping/Illumination | NA/No                                           |
|                                                                                     |                                                |     |     |     |     | i. Permit                   | Not Required                                    |
|                                                                                     |                                                |     |     |     |     | j. Other                    | NA                                              |
|  | Real Estate                                    |     |     |     |     | a. Quantity (max.)          | 2                                               |
|                                                                                     |                                                |     |     |     |     | b. Sign Face Area           | 16 sf residential. 32sf 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, 9.41(6)   |
|                                                                                     |                                                |     |     |     |     | h. Landscaping/Illumination | NA/No                                           |
|                                                                                     |                                                |     |     |     |     | i. Permit                   | Not Required                                    |
|                                                                                     |                                                |     |     |     |     | j. Other                    | 9.41(6)                                         |
|  | S/TFR Subdivision Project                      |     |     |     |     | a. Quantity (max.)          | 1 per Frontage                                  |
|                                                                                     |                                                |     |     |     |     | b. Sign Face Area           | 32 sf                                           |
|                                                                                     |                                                |     |     |     |     | c. Height                   | NA                                              |
|                                                                                     |                                                |     |     |     |     | d. Depth/Projection         | NA                                              |
|                                                                                     |                                                |     |     |     |     | e. Clearance                | NA                                              |
|                                                                                     |                                                |     |     |     |     | f. Setback                  | 10 ft                                           |
|                                                                                     |                                                |     |     |     |     | g. Time of Display          | 9.41(7)(d)                                      |
|                                                                                     |                                                |     |     |     |     | h. Landscaping/Illumination | NA/No                                           |
|                                                                                     |                                                |     |     |     |     | i. Permit                   | Required                                        |
|                                                                                     |                                                |     |     |     |     | j. Other                    | 9.41(7)                                         |

| Table 9.2<br>Temporary Signs                                                        |                                                  | AGR | IND | RES | COM | Specifications              |                                                   |
|-------------------------------------------------------------------------------------|--------------------------------------------------|-----|-----|-----|-----|-----------------------------|---------------------------------------------------|
|    | Temporary Signs Displaying Non-Commercial Speech |     |     |     |     | a. Quantity (max.)          | 9.41(8)(c)                                        |
|                                                                                     |                                                  |     |     |     |     | b. Sign Face Area           | 6 sf                                              |
|                                                                                     |                                                  |     |     |     |     | c. Height                   | NA                                                |
|                                                                                     |                                                  |     |     |     |     | d. Depth/Projection         | NA                                                |
|                                                                                     |                                                  |     |     |     |     | e. Clearance                | NA                                                |
|                                                                                     |                                                  |     |     |     |     | f. Setback                  | 10 ft                                             |
|                                                                                     |                                                  |     |     |     |     | g. Time of Display          | 45 days, 9.41(8)(c)                               |
|                                                                                     |                                                  |     |     |     |     | h. Landscaping/Illumination | NA/No                                             |
|                                                                                     |                                                  |     |     |     |     | i. Permit                   | Not Required                                      |
|                                                                                     |                                                  |     |     |     |     | j. Other                    | 9.41(8)                                           |
|    | Window Signs, Temporary                          |     |     |     |     | 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          | 9.41(9)(c)                                        |
|                                                                                     |                                                  |     |     |     |     | h. Landscaping/Illumination | NA/No                                             |
|                                                                                     |                                                  |     |     |     |     | i. Permit                   | Not Required                                      |
|                                                                                     |                                                  |     |     |     |     | j. Other                    | 9.41(9)                                           |
|  | Yard Sale                                        |     |     |     |     | a. Quantity (max.)          | 2                                                 |
|                                                                                     |                                                  |     |     |     |     | 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          | 3 days prior; removed 1 day after event, 9.41(10) |
|                                                                                     |                                                  |     |     |     |     | h. Landscaping/Illumination | NA/No                                             |
|                                                                                     |                                                  |     |     |     |     | i. Permit                   | Not Required                                      |
|                                                                                     |                                                  |     |     |     |     | j. Other                    | 9.41(10)                                          |

**Sec. 9.41 – TEMPORARY SIGN STANDARDS (SUPPLEMENT TO TABLE 9.2)**

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.

- 1) Banners. One (1) banner shall be permitted per business that meets the following provisions:
  - a) Banners shall not exceed twenty-four (24) square feet in area and shall be limited to thirty (30) days total per one-year (365-day) period.
  - b) The banner shall be affixed by all four (4) corners to the building (excluding the roof) 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.
- 2) Construction Signs. Construction signs shall be permitted on construction sites, provided that they meet the following provisions:
  - a) Construction signs shall not exceed more than two (2) per ~~property~~ **Planned Unit Development or residential subdivision**, and shall not exceed thirty-two (32) square feet per sign in all zoning districts.
  - b) Construction 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.
- 3) 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) 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.
  - d) Inflatable objects shall be associated with non-residential uses only.
  - e) 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.
- 4) 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) Signs shall be placed in a manner consistent with Sec. 9.17(1)(g) – Sign Visibility.
  - d) Model home/temporary sales facility signs require a sign permit.
- 5) Ornamental, Seasonal, or Special Event Banners.
  - a) Ornamental, seasonal, or special event banners do not require a sign permit.
  - b) Signs that are installed by local governments and mounted to light standards or placed on public property shall be permitted.

- c) Non-residential special event signs, such as grand opening, fair, carnival, circus, festival, or similar event signs shall be permitted on the lot where the special event is to occur. These signs shall be permitted for no more than fourteen (14) consecutive days, no more than twice (2) per year.
- 6) Real Estate Signs. Real estate signs shall be permitted, provided they meet the following provisions:
  - a) Real estate signs do not require a sign permit.
  - b) Real estate 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) Real estate 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) Real estate 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.
- 7) Single or Two Family Dwelling Subdivision or Multi-Family Dwelling Project Signs. One (1) Project Sign, which may include the name of the subdivision or project, owner, developer, engineer, homebuilder, lender, or other professional involved in the design and construction of the subdivision or project, shall be permitted per single or two family dwelling subdivision or multi-family dwelling project on each exterior street frontage after the issuance of Preliminary Plat approval for a single or two family dwelling subdivision or for a multi-family dwelling project, provided that such sign:
  - a) Shall not be illuminated;
  - b) Shall maintain a minimum setback of ten (10) feet from the proposed right-of way and shall be outside of any required sight triangle;
  - c) Shall not exceed thirty-two (32) square feet in sign surface area;
  - d) 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,
  - e) 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.
- 8) Temporary signs displaying non-commercial speech in residential zoning districts.
  - a) Temporary signs displaying non-commercial speech in residential zoning districts do not require a sign permit.
  - b) Temporary signs displaying non-commercial speech shall be no more than six (6) square feet in area.
  - c) One (1) temporary sign displaying non-commercial speech may be displayed per residential property for a maximum period of forty-five (45) calendar days.
- 9) Window Signs.
  - a) Window signs do not require a sign permit.

- b) Signs and decorations painted on or applied to windows pertaining to holidays and seasonal events where the signs contain no reference to the goods or services sold or provided by the establishment, 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.

10) Garage Sale/Yard Sale Signs.

- a) Garage sale/yard sale 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) Garage sale/yard sale signs may be erected no more than three (3) days prior to the event and shall be removed within one (1) day after the event.
- c) Garage sale/yard sale signs do not require a sign permit.

11) Sidewalk, A-frame or easel style signs. **(Moved from Sec. 9.11)**

- 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 shall be 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.

12) Political and Campaign Signs.

- 1) Political and campaign signs advertising on behalf of candidates for public offices or issues of referendum may be allowed as temporary signs without permits, provided that the signs are subject to the following:
  - a) Such signs shall be removed within five days following the election. If the signs are not removed within the time period, the building official shall have the authority to remove the signs and dispose of them as litter.
  - b) Only one stationary sign per candidate or referendum issue shall be allowed on any one parcel of land. However, if there is more than one tenant upon any parcel, each tenant shall be permitted one sign per candidate or per issue.
  - c) No political or campaign sign shall exceed 16 square feet in aggregate area on parcels in commercial, industrial, or institutional zoning districts or eight square feet on parcels in residential zoning districts. If such sign is detached, it shall not be erected in such a

manner as to constitute a roof sign. Notwithstanding the restrictions of this subsection, a sign may be placed upon any legally existing sign structure but not so as to cover an existing sign.

- d) Political or campaign signs may be allowed in a public or private right-of-way but shall be located no closer than 7 ½ feet from the pavement of a public or private street or five feet from the edge of a sidewalk, bike path, or pedestrian way.
- e) No political or campaign 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.
- f) The building official shall have the authority to remove immediately any political or campaign sign, including any sign concerning a referendum issue, found to be located or erected in violation of this section. In such case the removed sign shall be held by the City for a period not to exceed five days following the date of the election for which such sign was posted. Any signs remaining unclaimed following the expiration of the five-day period shall be destroyed or disposed of by the City.
- g) Political signs shall be removed within three days after any election or campaign to which such sign pertains; however, a sign may remain through any secondary primary or runoff election as to any candidate who is subject to such election. *A deposit in an amount on file in the City Clerk's office shall be required for each candidate or political cause being advertised by signs. The candidate or manager of advertising for each political cause shall deposit such sum with the City Clerk before posting any sign, which sum shall be used to pay the cost of removal of such signs by City employees if they are not removed in the proper time limit.*

#### Sec. 9.42 – 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. 9.43 – ENFORCEMENT

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

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# ARTICLE 9

## Sign Ordinance

### Chapter IV

#### Downtown Overlay District Sign Regulations

### City of Villa Rica, Georgia

571 W. Bankhead Highway  
Villa Rica, GA 30180

Phone: (770) 459-7000  
Email: [info@villarica.org](mailto:info@villarica.org)



# City of Villa Rica, Georgia

## Mission Statement

The City of Villa Rica provides a home town charm with a golden history serving its citizens effectively by ensuring quality services and a safe environment.

## Vision Statement

Villa Rica will be a thriving city focusing on quality of life and planned growth by blending its past and future.

## Sign Ordinance – Intent

This Article is intended to regulate the location, erection, maintenance and use of signs in all land use districts, regardless of type or size, and to insure that no sign shall constitute a safety hazard.

The intent of this Article is to create a balanced system of sign control that accommodates both the needs for a well-maintained, safe and attractive community, and the need for effective business advertising, identification, and communication. This balance will assist in promoting the economic health of the community through increase tourism and property values.

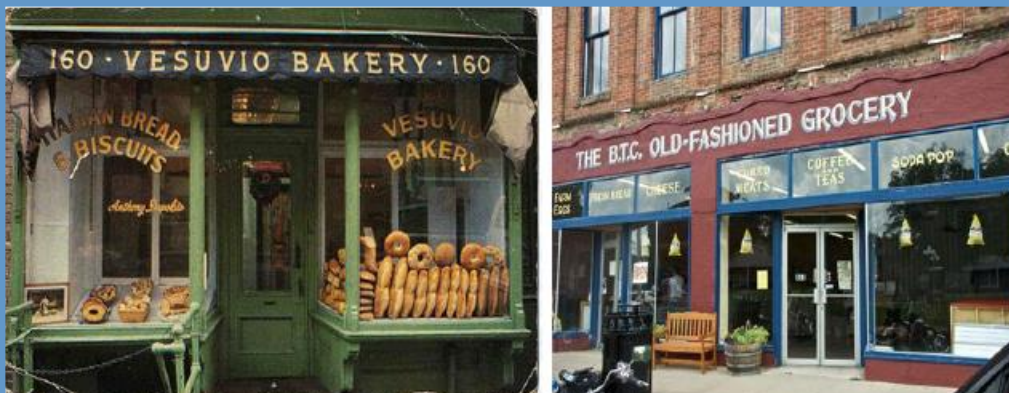
**Sec. 9.44 – SIGN GUIDELINES FOR THE ~~DOWNTOWN OVERLAY~~ CENTRAL BUSINESS DISTRICT (CBD)**

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.

*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.*



- 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.
  - 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.
- 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.

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



- 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
  - 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.

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



- 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
- 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.

*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.*



- 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

- 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.

*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.*



- 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
- 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.

*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.*



*Consider halo illumination as an alternative to other types of internally illuminated signs.*



- 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.
  - 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.
- 1) 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.

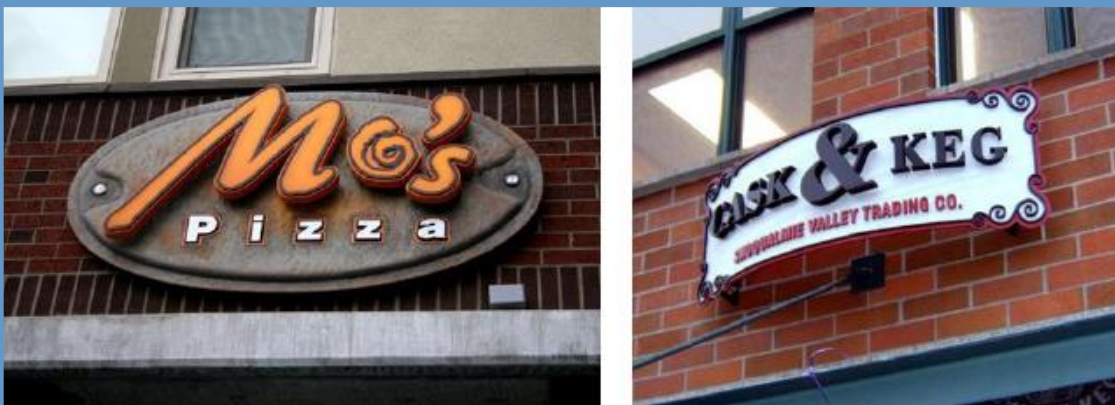


**Sec. 9.45 – DESIGN GUIDELINES FOR SPECIFIC SIGN & AWNING TYPES**

In addition to the General Guidelines for all signs and awnings in Chapter IV, Sec. 9.42, the following guidelines apply to specific sign and awning types. These guidelines and those in Sec. 9.42 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.

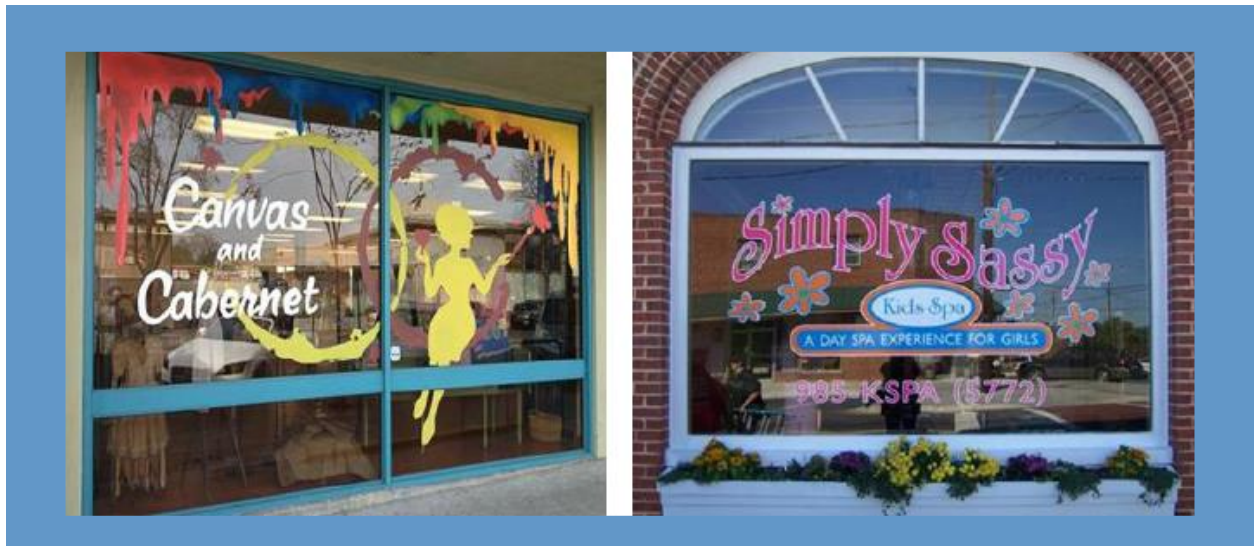
**1) Wall Signs.**

- 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.
- 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.



## Projecting Signs.

- 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.



### 3) 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.
- 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.



- 4) 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.





# CITY OF VILLA RICA

## City Council Packet

**SUBJECT:** Ordinance No. 0-21-2019, Architectural Review Guidelines for Historic Districts and Sites

**CITY COUNCIL AGENDA DATE:** July 9, 2019

**DATE:** June 27, 2019

**PREPARED BY:** Ronald Johnson, Planning and Zoning Specialist

**FISCAL IMPACT:** N/A

ANNUAL –

CAPITAL –

OTHER –

**FUNDING SOURCE:** N/A

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**PURPOSE:** To establish guideline for the planning, review and approval of historic repairs/renovations, demolitions and relocations of residential and commercial properties located in historic districts and of historic sites within the City of Villa Rica.

**BACKGROUND:** The Historic Preservation Commission (HPC) and Planning Commission have recommended the *Architectural Review Guidelines for Historic Districts and Sites* for passage to establish guidelines for property owners in historic districts and owners of historic sites when conducting repairs requiring a Certificate of Appropriateness. The Historic Preservation Commission would utilize these guidelines to assist in reviewing applications to determine appropriateness to historical architectural styles, types and photographs.

**STAFF RECOMMENDATION:** Staff recommends passage of these guidelines.

**IMPACT:** Requires and/or encourages all local, state and nationally designated historic properties within the city to abide by certain standards for exterior repairs, additions and demolitions upon application for a Certificate of Appropriateness and issuance of a permit by the city.

**MOTION:** I make a motion to approve the Architectural Review Guidelines for Historic Districts and Sites to guide all repairs, demolitions and relocations of residential and commercial properties designated historic in the City of Villa Rica.

V I L L A R I C A

**DESIGN GUIDELINES**  
FOR  
**HISTORIC DISTRICTS & SITES**

G E O R G I A

# Design Guidelines for Historic Districts & Sites

## City of Villa Rica, Georgia



A Project of the Villa Rica Historic Preservation Commission  
and the Villa Rica Department of Community Development  
571 W. Bankhead Highway  
Villa Rica, GA 30180  
[www.villarica.org](http://www.villarica.org)

June 2019

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# Acknowledgements

## Villa Rica City Council

Jeff Reese, Mayor  
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## Prepared By

Ronald Johnson, Planning & Zoning Specialist

## Credits

We thank the cities of Gainesville, GA; Valdosta, GA; Hapeville, GA; Rochester, NH; Plainfield, NJ; Redhook Village, NY; Salt Lake City, UT; and Owen Sound, ON, CA for providing certain information for the compilation of these guidelines. Historical recollections are provided by the University of West Georgia's *Historic Inventory Assessment 2010*.

# S E C T I O N I



## I N T R O D U C T I O N A N D P U R P O S E

## Introduction and Purpose

This publication is a guide to advance the goals of the Historic Preservation Commission (HPC) and property owners in Villa Rica's downtown historic district area in order to preserve the existing stock of buildings and influence reconstruction and new construction throughout the district. It also should ensure consistency in local decision-making, and benefit property owners by clarifying community expectations. These design guidelines are the legally adopted standards against which the HPC will review proposed projects. They offer information on rehabilitation and appropriate new construction to assist property owners in planning and designing their building projects. As such, they provide a common body of knowledge for all participants in the review process – property owners, commission members, architects and contractors, and city planning and zoning officials.

Commercial and institutional buildings are the centers of a community and retaining their historic character is vital to maintaining the identity of an area. Commercial and institutional buildings tend to be characterized by their style, rather than their type. Historic commercial buildings generally consist of two main elements: a storefront and an upper façade. The interior of the storefront consists of a large, open space for the presentation of goods. Offices, storage space, and residential space are located in the rear or upper floors. Similarly, churches, halls and public buildings have a large room for services and meetings, and other functions are irregularly arranged around this primary service. The downtown historic districts contain a variety of commercial and institutional buildings that reflect the changing character and aesthetics of the city over time, as well as the efforts of merchants and institutions to establish their uniqueness and character through architecture.

The Historic Preservation Commission recognizes that administering these design guidelines is often a challenging task. Design guidelines can provide an objective basis for the Commission's decisions, can increase public awareness of historically appropriate design, and discourage the worst kind of insensitive building. Design guidelines, however, cannot guarantee that all change and construction will be of good quality or meet the expectations of the Commission and city residents. Good architectural design cannot be achieved solely through the application of a set of rules. The challenge for the Historic Preservation Commission and property owners alike is knowing how to use the design guidelines to make good judgments that will preserve our historic resources, while allowing expressions of change and adaptation.

The historic architecture in Villa Rica is rich and varied, and the mix of old and new development contributes to the city's past and future development. Villa Rica's downtown has many different styles of architecture including, Spanish Mission, International, Italianate, late 19<sup>th</sup> century commercial buildings and early- to mid-20<sup>th</sup> century commercial buildings which reflects the downtown's involvement with the economic and physical growth of the city and West Georgia area at-large. Villa Rica's historic structures contribute to the overall integrity of the city, and with careful planning and design review guidelines, these historic structures will continue to contribute to Villa Rica's future.

### *Secretary of the Interior's Standards for the Treatment of Historic Properties*

This guide makes use of the United States Secretary of the Interior's *Standards for the Treatment of Historic Properties*, which promotes best practices on how to preserve, rehabilitate, restore and reconstruct historic properties under federal programs. States and municipalities nationwide rely on these standards in order to craft standards in our own communities. The following standards are general principles that the Department of the Interior recommends for consideration in the planning stage of rehabilitation:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

# H I S T O R Y O F D O W N T O W N

## S E C T I O N I I

### V I L L A R I C A

## The North Villa Rica Commercial District

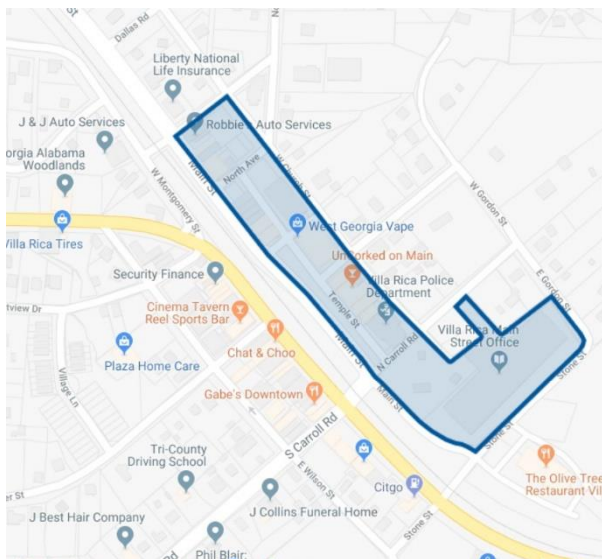
The North Villa Rica Commercial Historic District, centered on Temple Street in Villa Rica, Carroll County, Georgia, was listed in the National Register of Historic Places on December 31, 2002. The Villa Rica Downtown Development Authority sponsored the nomination and property owners prepared the nomination materials.

Although Villa Rica was settled by farmers and gold miners around 1830, the town's development did not coalesce until 1881 when the Georgia Pacific Railroad was laid. The next year, the town plan was established as a series of blocks laid out in a gridiron pattern with the railroad line running east to west through the center of the commercial district. The plan of streets, and the four intact blocks of commercial buildings north of the railroad.

The blocks within the district consist of mostly attached one-story brick commercial buildings constructed between 1900 and 1929. Typically, the buildings feature a center entrance flanked by display windows. Many of the commercial buildings are plain with little decorative detail but some, such as 141 Temple Street include arched windows and transoms and corbelled brickwork in the parapet. Villa Rica Lodge No. 72 is the only historic two-story commercial building in the historic district.

In addition to commercial buildings, the district contains several cotton warehouses. The Pope Brothers Warehouse at 301-319 Temple Street is typical. It is a large, one-story brick warehouse with pedestrian entrances and arched entrances for wagons. A brick addition that doubled the size of the Pope warehouse was built in 1949.

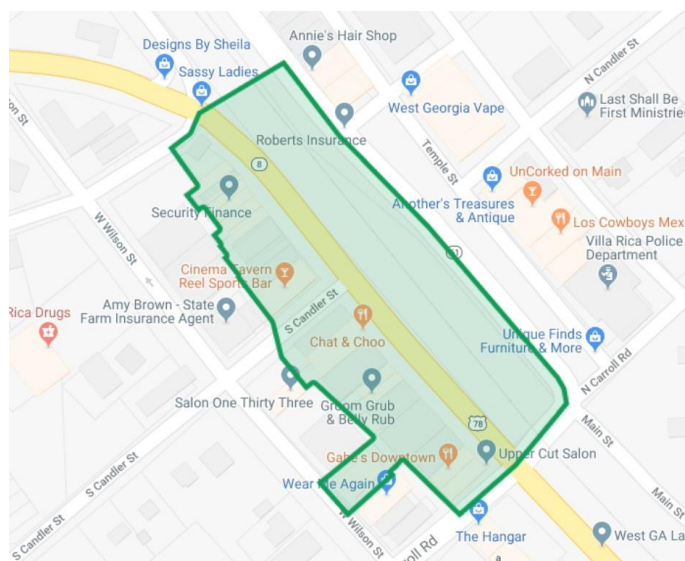
The National Register is the federal government's official list of historic buildings, structures, sites, objects, and districts worthy of preservation. According to Richard Cloues, Deputy State Historic Preservation Officer, listing in the National Register recognizes a property's significance and ensures that the property will be taken into account in the planning of federally funded or licensed projects. In addition, owners of income producing National Register properties may be eligible for rehabilitation tax incentives.



*North Villa Rica Commercial District*

## The South Villa Rica Commercial District

West Montgomery Street is the only street included in this district. By 1923, the road was fully developed with stores, restaurants, a bank, and a motion picture house, although the 1923 Sanborn maps noted that it was not being used for as a motion picture house during this time period. The 1933 map shows the development of Bankhead Highway, which caused the loss of a dwelling that once occupied the corner of Montgomery Street and Westview Drive. Next door to the dwelling was a hotel. By 1933 it had become a rooming house. By 1944, the hotel had been either totally remodeled or rebuilt as a duplex. There was an automobile service station on the corner of East Montgomery Street and Bankhead Highway (previously known as Chambers Gulf Service Station, also known as Butterball's Auto Repair, now vacant). The 1933 map shows that the building on the corner of Candler and Montgomery (where the sports bar is now) was not only a movie theater, but also had an auto sales store



*South Villa Rica Commercial District*

in the front left corner of the store. The bank was attached to the movie house, and by 1933 a store had been built attached to the rear side. Berry's Pharmacy appears as a drugstore on the 1933 map. The original Villa Rica City Hall building, located at 216 W. Bankhead Highway is on the 1923 map. The 1944 map along with photographs taken prior to the Berry's Pharmacy explosion indicate the city hall building was a restaurant. Between 1923 and 1933, the buildings on both blocks of the district had been streamlined and attached, and some that had once been single retail had become double retail stores. The old bank building underwent a major renovation in the 1970s or 1980s. The bank has been severely compromised and does not retain any of its historic fabric. The rest of the buildings on this block have been compromised because of various renovation projects, particularly with the addition of stucco on the front façade of some of the buildings. The block with Berry's pharmacy has seen changes as well, in particular the end with buildings that were rebuilt after the 1957 explosion. Although Berry's has been remodeled to its original appearance, the buildings immediately adjacent to it retain their late-1950s appearance. Overall, the Berry's block retains more of its historic appearance than the other block, but there have still been compromises with appearance and use of materials.

# S E C T I O N I I I



## Definitions

(a) Words given customary meaning. For the purpose of interpreting this chapter, certain words or terms are herein defined. All other words used in this chapter shall carry their customary meaning.

(b) Interpretation of certain terms and words.

- Words used in the present tense include the future tense.
- Words used in the singular number include the plural, and words used in the plural include the singular.
- The word "person" includes a firm, co-partnership or corporation.
- The word "lot" includes the words "plot" and "parcel."
- The word "building" includes the word "structure."
- The word "shall" is always mandatory, and not merely directory.
- The words "used" or "occupied," as applied to any land or building, shall be construed to include the words "intended, arranged or designed to be used or occupied."

(c) Definitions.

**Addition.** Any expansion of a structure beyond the original footprint thereof or alteration in the roof line of the original structure where such alteration is attached to the original structure.

**Alley.** A public or private vehicular driveway generally located to the rear of lots providing access to parking, service areas, and outbuildings. Alleys may serve more than one building.

**Alignment, horizontal elemental.** An architectural feature which is required for structures on interior lots so that building elements will remain comparably proportional to existing neighboring structures.

**Architectural design guidelines.** A set of building guidelines adopted by the city providing site planning, design, and building regulations under a unified plan to promote aesthetically pleasing and economical viable land utilization.

**Articulation.** Vertical or horizontal offsets in the roof or facade of a designed structure comprised of architectural features created to provide visual relief in nonresidential structures and to introduce architectural character and prohibit establishment of blank building facades.

**Basement.** A story partly underground but having at least one-half of its height above the average level of the adjoining ground.

**Big Box Store.** A retail establishment with a floor area greater than 25,000 square feet.

**Build-to line.** The line generally parallel to the front lot line to which buildings shall enfront to the extent identified in this chapter and the underlying zoning. It is a requirement, not a permissive minimum, as is a setback, however, where a minimum and maximum build-to line exists, the building may enfront anywhere between the two lines. The line shall be measured from the back of the required sidewalk clear zone along all street frontages and not from the front lot line. For the purposes of this chapter, the build-to line shall exist even when not enfronted by a building.

**Building.** Any structure having a roof and intended for the shelter, housing or enclosure of persons, animals or chattels (personal property).

**Building, accessory.** See definition of "Outbuilding."

**Building, front line of.** A line parallel to the street, intersecting the foremost point of the building, excluding steps.

**Building, principal.** A building in which is conducted the main use of the lot on which the building is located.

**Bungalow.** An architectural style characterized by: a long and low-form building, an irregular floor plan within an overall rectangular shape including such common features as an integral porch and low-pitched roof with wide overhang.

**Bungalow, craftsman.** An architectural style characterized by an asymmetrical open plan, emphasizing materials, especially woodwork, demonstrating how the structure is built, use of a wide variety of materials for the structure and detailing, a low-pitched roof, usually gabled, but sometimes hipped giving a horizontal effect, wide overhanging eaves with open exposed rafters, and large gables decorated and covered with half-timbered porches and short square columns of heavy masonry piers extending to the ground.

**Carport.** A roofed and open-sided structure that covers a driveway or other parking area.

**Cellar.** A story partly underground but having at least one-half of its height below the average level of the adjoining ground. See definition of "Basement".

**City council.** The Mayor and Council of the City of Villa Rica.

**Commercial, infill.** A single structure built in an existing business development characterized by limited lot size, limited frontage, and construction on an existing lot of record.

**Commercial/mixed-use area.** Generally, properties zoned for commercial and mixed-use development.

**Converted, infill.** A single structure rehabilitated from one use to another such as from a home to an office located in an existing building development characterized by limited lot size, limited frontage and construction on an existing lot of record.

Curb cut. Any interruption, or break, in the line of a street curb in order to connect a driveway to a street, or otherwise to provide vehicular access to abutting property. Alleys shall not be considered curb cuts, nor shall the relocation of an existing curb for the purpose of creating on-street parking.

Demolition, multi-structure. The process of eliminating more than one structure per lot requiring including a consideration of existing conditions on site and proposed build back options.

Demolition, single structure. The process of eliminating one existing structure per lot excluding permitted accessory buildings, which requires a permit but does not trigger application of Historic Preservation Commission review except where such structures are otherwise regulated by the Uniform Development Code.

Design. For the purposes of this chapter only, any application or project requiring a building permit, site plan or landscape plan excluding single structure demolition permits and remodeling.

Destruction. The involuntary loss of a structure by fire, storm, flood, war or other catastrophic event.

Design review committee. A group of persons charged with the task of reviewing all development designs, when such designs are required, to determine whether or not the same are consistent with the architectural design standards and to make recommendations on said designs where appropriate.

Door, main entry. An entry portal of a structure allowing pedestrian access to the street and located along an enfronting facade.

Dwelling. A building, or portion thereof, designed, arranged or used mainly for residential occupancy, but not including trailers, mobile homes or recreation vehicles.

Dwelling, one-family. A building designed, arranged or used mainly for residential occupancy, but not including trailers, mobile homes or recreation vehicles.

Dwelling, one-family attached. A type of residential development which includes a dwelling unit on a subdivided lot usually individually owned, though attached by a common party wall to another dwelling unit on an adjoining lot.

Dwelling, two-family. A building designed, arranged or used for occupancy by two families living independently of each other.

Dwelling, multifamily. A multifamily dwelling is a residential building designed, arranged or used for occupancy by three or more families living independently of each other.

Dwelling unit. A dwelling or portion thereof providing complete living facilities for one family.

Eave. The overhanging lower edge of a roof.

Enfront. To place an element such as a building along a build-to line. In the absence of a zoning build-to line requirement, enfront shall also mean to place an element along the front setback or side setback abutting a street.

Facade. The exterior vertical portion of a building.

Fenestration. The arrangement, size, proportion and design of transparent windows, doors and other openings.

Fiber cement siding. A construction product made from silica, cement, wood fiber, water, and other ingredients also known proprietarily as "hardy board/plank" or cementitious siding.

Floodplain. An area identified by the [U.S. Army] Corps of Engineers or other surveying agencies as subject to flooding once every one hundred (100) years and necessary for the flow of floodwaters.

Floor area. The sum of the gross horizontal areas of each floor/story of a dwelling unit, exclusive of porches and balconies, garages, basements and cellars, measured from the exterior faces of the exterior walls or from the center lines of walls or partitions separating dwelling units. For uses other than residential, the floor area shall be measured from the exterior faces of the exterior walls or from the center lines of walls or partitions separating those uses, and shall include all floors, lofts, balconies, mezzanines, cellars, basements and similar areas devoted to those uses.

Frontage. The length of the front lot line.

Garage. An accessory building or portion of a principal building used for vehicular storage only, and having a capacity adequate to accommodate the automobiles or light trucks owned and registered in the name of the occupants of the principal building.

Grids between glass. Dual-paned windows having a grid (muntins) between the two panes of glass. The muntins are a series of thin bars that simulate the look of window made up of several panes of glass. The muntins serve no functional purpose and are simply cosmetic.

Height. A vertical measurement from the average adjacent grade of the ground to the ridge line of a structure.

Lintel. A horizontal support of timber, stone, concrete, or steel across the top of a door or window.

Lot. A portion or parcel of land devoted to a single principal use, or occupied by a building or group of buildings devoted to a common use, together with the customary accessories and open spaces belonging to the same.

Lot, corner. A lot fronting on two or more streets at their intersection.

Lot coverage. The total horizontal ground area of a lot covered by all buildings on the lot and which is not open to the sky.

Lot coverage, maximum. The maximum permitted ratio of lot coverage to usable area of the lot. Usable area shall not include flood plains or slopes in excess of thirty (30) percent grade.

Lot depth. The mean horizontal distance between the front and rear lot lines, measured perpendicular to the front lot line.

Lot, double frontage. An interior lot having frontage on two parallel or approximately parallel streets not intersecting at a point common with the boundary lines of lot.

Lot, interior. A lot other than a corner lot.

Lot line, front. The lot line coincident with a street right-of-way line.

Lot width. The horizontal distance between the side lot lines, measured at right angles to the depth.

Space able to be occupied. Covered floor area utilized for any principal permitted use of the underlying zoning except parking, storage, digital industry switchboards, power generators, and other relay equipment.

Outbuilding. A building subordinate in nature, extent or purposes to the principal building on a lot, and used for purposes customarily incidental to those of the principal building. Said building may be connected to the principal building by an enclosed breezeway, and may include garages, home occupation, storage buildings, work studios, or living space for a family member or guest. Outbuilding footprints in connection with a single-family structure shall not exceed the lesser of six hundred (1,200) square feet and are unrestricted in the RD Zoning District.

Planning Commission. A group of five persons appointed by the mayor and council with the powers, duties, and responsibilities of site plan review and recommendations regarding text and map amendments to the zoning ordinance.

Porch. The covered portion of a building, with the sides exposed to the weather, in which furniture and a sitting area might occur as opposed to a stoop which serves as a covered area in front of a door to a building. Porches with less than forty (40) square feet of floor area shall be considered stoops.

Porte-cochere. A roofed structure covering a driveway at the entrance of a building and structurally connected to said building to provide shelter while entering or leaving a vehicle.

Ranch. A housing style characterized by: long, narrow, rectangle shapes, with or without projections, bedrooms usually clustered at one end, principal entry and living spaces located near the center of the house with a garage or carport often at the opposite end of the structure, typically with a low-pitched roof, often one story with a brick exterior.

**Remodeling.** The process of altering or renovating any structure where such work does not expand the footprint or roof line of the structure in existence before the renovation.

**Remodeling, commercial.** The process of altering or renovating a structure used for any nonresidential function where such work does not expand the footprint or roof line of the structure in existence before the renovation.

**Remodeling, exterior.** The process of altering or renovating the portion of a structure designed to be exposed to the elements and subject to the architectural design standards.

**Remodeling, interior.** The process of altering or renovating a portion of a structure designed not to be exposed to the elements and not subject to the architectural design standards.

**Remodeling, residential.** The process of altering or renovating a structure used for a dwelling for human beings where such work does not expand the footprint or roof line of the structure in existence before the renovation.

**Residential, infill.** Small-scale single-family residential development consisting of a single structure in developed neighborhoods constructed on an existing lot of record.

**Setback.** The distance from the public right-of-way to the nearest point of a building.

**Sidewalk, required.** The new sidewalk that is required to be constructed by a developer in accordance with the architectural design standards or the underlying zoning. Where a conflict exists between the architectural design standards and the underlying zoning, the wider sidewalk standard shall constitute the required sidewalk.

**Spandrel.** The space between the top of a window in one story and the sill of the window in the story above.



*The graphics above show spandrels on both contemporary building designs (left) and traditional designs (right) to demonstrate the different ways in which they may be designed.*

Stoop. A small platform of less than forty (40) square feet, or a staircase leading to the entrance of a house or building.

Street. A public way for vehicular traffic which affords primary means of access to abutting property.

Street, centerline. A line surveyed at the direction of the mayor and council and designated as an official street centerline, or in the absence of such line, a line drawn parallel to and midway between the right-of-way lines of any mapped street.

Story. The portion of a building included between the surface of any floor and the surface of the floor next above it; or if there is no floor above it, the space between any floor and the ceiling next above it. A basement shall be counted as a story for height measurement if the vertical distance between the ceiling and the average level of the adjoining ground is more than five feet. A cellar shall not be counted as a story for height measurement.

Story, half. A story under a gable, hip or gambrel roof, the wall plates of which on at least two opposite exterior walls are not more than two feet above the floor of that story.

Structure. Anything constructed or erected with a fixed location on or in the ground, or attached to something having a fixed location on the ground. Structures include, but are not limited to, the following: site-built buildings, industrialized buildings, modular homes, manufactured homes, mobile homes, billboards, swimming pools, advertising signs, satellite dishes, fallout shelters, telecommunications towers and facilities, and satellite communication facilities.

Trash receptacle. A container designed for household or business garbage but not designed for hard goods, negative trimming, industrial debris or large unwanted items as opposed to a dumpster which is a device design to hold large amounts of household and other debris.

Use, accessory. A use subordinate in nature, extent or purpose to the principal use of a building or lot, and customarily incidental thereto.

Use, conditional. A use of a building or lot that is permitted only if the mayor and council specifically approve that use, and all plans, specifications, written conditions or written restrictions are complied with on a continuing basis.

Use, nonconforming. Any lawful use of a building or lot which does not comply with all of the regulations of this chapter governing the use at that particular location.

Use, principal. The main use of a building or lot.

Window, fixed. An opening in a building to allow the entry of air and light with non-movable glass fixtures inserted.

Window, movable sash. An opening in a building to allow the entry of air and light with a mobile structure holding glass.

Yard. An unoccupied space, open to the sky, on the same lot with a building.

Yard, front. A yard measured at right angles from the front lot line to the nearest point of the principal building, exclusive of steps, and extending the full width of the lot.

Yard, rear. A yard measured at right angles from a rear lot line to the nearest point of the principal building, exclusive of steps, and extending the full width of the lot.

Yard, side. A yard measured at right angles from a side lot line to the nearest point of the principal building, exclusive of steps, and extending the front yard to the rear yard.

# S E C T I O N I V



## Historic Preservation in Villa Rica

Reminders of the City's past are evident today in its residential neighborhoods, churches, schools, civic buildings, parks and commercial areas. These historic resources are not just a legacy of the past, but assets for the present and future. In contrast to its recently constructed sprawling subdivisions, Villa Rica has all the basic ingredients so heralded in town planning – a strong core of well-constructed and architecturally distinctive buildings; a street system and lot sizes that were laid out with a pedestrian scale and a sense of neighborhood in mind; and a town center with shopping, civic and cultural activities, and are within proximity to the historic residential neighborhoods surrounding it.

Historic preservation should be a fundamental part of the City's efforts to preserve its housing stock and neighborhoods, revitalize its downtown, and support dynamic cultural institutions. The community has recognized the importance of its historic resources through its comprehensive plan and zoning regulations, historic preservation commission, designation of historic districts and sites, and support for restoration of City-owned historic structures.



*Fullerville Jail*

Spearheaded by citizen activists and neighborhood associations, the City Council enacted its first historic preservation ordinance in 2008 and officiated its first Historic Preservation Commission meeting on May 6<sup>th</sup>, 2008, in order to guide the City's efforts in historic preservation. By 2002 the first historic districts had been designated – North Villa Rica Commercial District. This district was also successfully nominated to the Georgia Register of Historic Places and the National Register of Historic Places.

Recently, Villa Rica has established itself as a leader in West Georgia through expansion of its historic preservation program. With the help of the University of West Georgia, the City of Villa Rica commissioned a Historic Resources Survey, which was completed in November 2011. The historic resources survey is the foundation for municipal historic preservation planning. The city wide survey provides historical documentation for 600 structures, and recommends individual properties and historic districts for listing on the National Register of Historic Places as well as local designation under the City's historic preservation ordinance. In 2016, Villa Rica was the 96<sup>th</sup> municipality in Georgia to be granted Certified Local Government status. The Certified Local Government Program, a federal program administered by the Department of the Interior through

the State Historic Preservation Office, affords eligible local governments preferential funding for historic preservation projects and participation in State and National Register reviews.

In addition, three new sites were added to the National Registers of Historic Places, including the Dorrough Round Barn and Farm (1980), Williams Family Farm (2005), and Pine Mountain Gold Museum (2008).

In 2018 the City adopted a new Comprehensive Plan outlining several goals to preserve and protect Villa Rica's historic and cultural resources., which are on equal standing with other community planning concerns. Today there are approximately 39 designated historic properties in Villa Rica that are protected and regulated by the City's historic preservation ordinance. Many more properties are eligible for designation as historic districts and sites.

Two site markers are located in Villa Rica that commemorate a local historical event and a local musician. Thomas A. Dorsey, "the father of gospel music" was raised in Villa Rica and was born here in 1899. He created the gospel genre and composed over 400 blues and gospel songs, of which "Take my Hand, Precious Lord", written in 1956, became the most popular gospel song of all time. A marker is present on W. Bankhead Highway and was commemorated in 1994 by the Georgia Historical Society.

The Villa Rica Explosion, which occurred in the present day South Villa Rica Historic District at 130 West Montgomery Street, was listed by the Villa Rica Downtown Development Authority, Georgia Historical Society and the City of Villa Rica in 2007.

### *Historic Preservation Commission*

The Villa Rica Historic Preservation Commission (HPC) was created in 2008 by municipal ordinance to promote historic preservation in Villa Rica, to advise the Planning Commission and City Council on applications for development within Villa Rica's historic districts and sites, and to review building permit applications for proposed repairs, additions, alterations, new construction, demolition and relocation. Comprised of five volunteer citizen members appointed by the Mayor, HPC members have expertise in architectural design, construction, and local history. The HPC reviews all work that will change the exterior appearance of designated historic properties, including principal buildings, garages, carriage houses, gazebos and other auxiliary buildings, fences, walls, driveways, sidewalks, signs, and parking lots. The HPC issues Certificates of Appropriateness if it finds that the work proposed is appropriate to the historic district and conforms to the Design Guidelines. The Commission strives to assist applicants with their projects. Applicants are encouraged to schedule an informational meeting with the HPC prior to submitting an application, particularly if the project is a large addition or new construction.

The commission also has five overarching goals as outlined in the Villa Rica Unified Development Code:

- In support and furtherance of its findings and determination that the historical, cultural and aesthetic heritage of the City of Villa Rica is among its most valued and important assets and that the preservation of this heritage is essential to the promotion of the health, prosperity and general welfare of the people;
- In order to stimulate revitalization of the business districts and historic neighborhoods and to protect and enhance local historic and aesthetic attractions to tourists and thereby promote and stimulate business;
- In order to enhance the opportunities for federal or state tax benefits under relevant provisions of federal or state law; and
- In order to provide for the designation, protection, preservation and rehabilitation of historic properties and historic districts and to participate in federal or state programs to do the same;
- The Villa Rica City Council hereby declares it to be the purpose and intent of this Ordinance to establish a uniform procedure for use in providing for the protection, enhancement, perpetuation and use of places, districts, sites, buildings, structures, objects, and landscape features having a special historical, cultural or aesthetic interest or value, in accordance with the provisions of the Ordinance.

In addition, the commission is authorized to:

- Prepare and maintain an inventory of all property within the City of Villa Rica having the potential for designation as historic property;
- Recommend to the Villa Rica City Council specific districts, sites, buildings, structures, or objects to be designated by ordinance as historic properties or historic districts;
- Review application for Certificates of Appropriateness, and grant or deny same in accordance with the provisions of this Ordinance;
- Recommend to the Villa Rica City Council that the designation of any district, site, building, structure or object as a historic property or as a historic district be revoked or removed;
- Restore or preserve any historic properties acquired by the City of Villa Rica;
- Promote the acquisition by the City of Villa Rica of façade easements and conservation easements, as appropriate, in accordance with the provisions of the Georgia Uniform Conservation Easement Act of 1992 (O.C.G.A., Section 44-10-1 through 5)
- Conduct educational programs on historic properties located within the City and on general historic preservation activities;
- Make such investigation and studies of matters relating to historic preservation, including consultation with historic preservation experts, the Villa Rica City Council or the Commission itself may, from time to time, deem necessary or appropriate for the purposes of preserving historic resources;
- Seek out local, state, federal or private funds for historic preservation, and make recommendations to the Villa Rica City Council concerning the most appropriate uses of any funds acquired;
- Submit to the Historic Preservation Division of the Department of Natural Resources a list of historic properties of historic districts designated;
- Perform historic preservation activities as the official agency of the City of Villa Rica historic preservation program;

- Employ persons, if necessary, to carry out the responsibilities of the Commission;
- Receive donations, grants, funds, or gifts of historic property and acquire and sell historic properties. The Preservation Commission shall not obligate the City of Villa Rica without prior consent.
- Review and make comments to the Historic Preservation Division of the Department of Natural Resources concerning the nomination of properties within its jurisdiction to the National Register of Historic Places; and
- Participate in private, state and federal historic preservation programs and with the consent of the Villa Rica City Council, enter into agreements to do the same.

### *Obtaining HPC Approval for your Project*

A Certificate of Appropriateness issued by the HPC is required if a property is located within a historic district, or is an individual historic site. Any change that will affect either the exterior architectural or environmental features of a historic property or any building, structure, site, object or landscape feature within a historic district, such as:

- A reconstruction or alteration of the size, shape or façade of a historic property, including relocation of any doors or windows or removal or alteration of any architectural features, details or elements;
- Demolition or relocation of a historic structure;
- Commencement of excavation for construction purposes;
- A change in the location of advertising visible from the public right-of-way; or
- The erection, alteration, restoration or removal or any buildings or other structure within a historic property or district, including walls, fences, steps and pavements, or other appurtenant features, except exterior paint alterations.

The following work on historic sites does not require HPC approval:

- Any work to the interior of buildings.
- Any work that is not visible from a public street.
- Ordinary maintenance that does not require replacement of existing materials.

### *Planning your Building Project*

- Check Available Documentation. Knowing the history of your building can help you make informed decisions about your project. Check with the Carroll County Tax Assessor, Villa Rica Library and other sources to find out about your building's origins and changes over time, and to see photographs and views of the building in the past.
- Consult Preservation Publications. There is a wealth of readily available material, in libraries and on the Internet, on preservation do's and don'ts, as well as practical guidance on repair techniques and where to find products and materials for historic buildings.
- Evaluate the Historic Character and Physical Condition of the Building. Identify the materials and features of the building that contribute to its historic character, and that need to be preserved. Are there any physical problems that threaten the structure? Are there historic features hidden behind later alterations?
- Plan for the Work. Hire an architect or contractor who has experience with historic building work. Review the Design Guidelines, and consult with the HPC before you complete your designs to make sure that your project will meet the Design Guidelines.

### *To Apply for a Certificate of Appropriateness from the HPC:*

The HPC holds regular monthly meetings, and the schedule is posted in City Hall and on the website. All required forms are available in City Hall, in the Department of Community Development. You may also download the forms from the HPC's website at [www.villarica.org](http://www.villarica.org).

- Plan your building project (see advice in Planning Your Building Project above).
- Gather a detailed list of all proposed work, building plans prepared by your contractor or architect, and photographs of the building and site.
- Apply for a construction permit (if required).
- Fill out the application for a Certificate of Appropriateness.
- When your application is complete, attend your scheduled HPC public hearing to present your proposed work. Bring plans, photographs, sample materials, catalog cut sheets and any documents necessary to illustrate the proposed design and construction details.
- Upon approval, the HPC will issue a Certificate of Appropriateness within 10 working days of the hearing. The Certificate of Appropriateness is required before a construction permit can be issued.
- When a structure or improvement requires immediate repair to preserve the continued habitability of the structure and/or the health and safety of its occupants or others, consult the Division of Planning to see if emergency repairs may be performed in accordance with city codes without first obtaining Certificate of Appropriateness. An application and an appearance before the HPC will still be required to document the emergency work.

# S E C T I O N V



## Applicability

These design guidelines are applicable in the North Villa Rica Commercial District and the South Villa Rica Commercial Districts, as well as all local, state and national individually-listed historical sites. Please see the map on page 30 showing the historic districts.

### *Individually-Listed Historic Property Guidelines*

- A. All individually-listed historic properties as set forth in *Section III Applicability* that are used for commercial purposes and located in residential zones must follow the requirements set forth in the residential guidelines below. Individually-listed historic properties used for residential purposes and located in a commercial zone must follow the requirements set forth in the downtown historic districts (commercial) section below. See **Table 1** in order to determine an individually listed property's proper regulation.

*Table 1 Individually-Listed Historic Property Regulation Table*

| Property Use | Zone Type   | Regulation                                             |
|--------------|-------------|--------------------------------------------------------|
| Residential  | Commercial  | Commercial/Downtown Historic District Design Standards |
| Residential  | Residential | Residential Design Standards                           |
| Commercial   | Residential | Residential Design Standards                           |
| Commercial   | Commercial  | Commercial/Downtown Historic District Design Standards |

Should a property be abandoned or have a revoked Certificate of Occupancy, the last use of the property shall dictate the use for the purposes of these design standards.

- B. All cemetery properties must come before the Historic Preservation Commission for approvals. Based on the style of headstone and placement of graves, all headstones should blend with the surrounding headstones in style, height, color and materials.
- Style. The style of each headstone should have curved tops with flat bottom sections, and should exemplify a style pursuant to the time period of all surrounding tombstones, if possible.
    - All historic sections of the Hillcrest Cemetery should have tombs either in-ground or above ground and made of uncut rock.
  - Material. Each headstone must be made of a material that is durable, and consisting of granite, sandstone, or limestone.

- c. Height. No tombstone may be taller than 4' in height and no monument may reach a height exceeding 6'.
  - d. Color. The color of each tombstone should exemplify a naturally occurring color range found in stone materials, based on the material selected. No tombstone or monument shall be dyed.
    - i. The New Hope Cemetery has elements of white granite style tombstones in the front of the cemetery. All new tombstones and monuments shall continue with a white and off-white material.
  - e. All plats shall be outlined with either handmade brick, machine cut brick, machine cut granite, or naturally occurring granite rock material.
- C. Individually Listed Sites. The following sites have been individually listed on the local historic registers and the guidelines and standards found herein apply to each. Resolutions for each property were passed by the Villa Rica City Council on May 14, 2019:
- a. 727 Spring Street (Baptismal Font only, all other structures exempt)
  - b. 614 Magnolia Street/605 Dallas Highway (Connelly- Marchman House only)
  - c. 519 Main Street (First Presbyterian Church)
  - d. 611 Rockmart Road (Fullerville Jail only, all other structures exempt)
  - e. Parcel number: V070090005 (Hillcrest Cemetery, Chambers Burial Ground section only)
  - f. 200 Old Liberty Road (New Hope Primitive Cemetery)
  - g. Parcel Number: V05 0110055 (Old Villa Rica Cemetery)
  - h. 318 Westview Drive (Powell-Marchman House)
  - i. 631 Spring Street (Villa Rica City Hospital)
  - j. 212 W. Wilson Street (Wicks Tavern)

## Special Design Areas Map



*Historic District/Special Design Area Map*



Section VI:  
Commercial Design  
Guidelines

## Downtown Historic Districts

The storefront is the most prominent architectural feature of most commercial buildings. Alterations to storefronts are common because storefronts play an important role in advertising and merchandising. These alterations, however, can completely change or destroy a commercial building's historic character. Conversely, sensitive rehabilitation of historic storefronts will enhance the character of the overall building and make the storefront more attractive to shoppers.

The following standards are required in the North Villa Rica Historic District and South Villa Rica Historic District areas as identified in *Section V: Applicability* above.



# Commercial Site and Setting

## *Commercial Streetscapes*

### **Sidewalks**

All new construction must include a sidewalk, matching the location, width and materials of adjacent sidewalks. If no sidewalks are located nearby, the regulations of the zoning district should be followed.

Curbing is to be made of concrete and should connect to and match existing curbing.

Modular masonry materials such as brick, slate, and concrete pavers, or gridded cast-in paving materials such as concrete slabs, should be used on sidewalks, pedestrian walkways, pathways, crosswalks, public or semipublic plazas, courtyards and open spaces.

The landscaped area shall be adjacent to the curb and is intended for the placement of trees, street furniture (including utility poles, waste receptacles, fire hydrants, traffic signs and newspaper vending boxes), bus shelters, bicycle racks, public kiosks and similar elements in a manner that does not obstruct pedestrian access or motorist visibility.

Sidewalks should maintain the overall streetscape by matching the location, width and materials of adjacent sidewalks.

All historic sidewalks should be maintained and preserved.

### **Street Furniture**

Street furniture, such as trash receptacles and benches, should use compatible, simple designs that are appropriate to the district and easy to maintain. All patios, tables and chairs placed in the city's right-of-way shall be subject to City Council review, whereas Historic Preservation Commission review is only necessary for permanent patios and not individual tables and chairs.

Patio Setup and Operation: These patio setup and operation guidelines shall be followed in order to ensure that the setup and operation of all sidewalk patios are to be an equally high standard for all proponents. The following guidelines address physical setup and maintenance.



*Patios should be located in a safe location and all tables and chairs should be made of a durable material that compliments the façade of the building.*

Patio setup must always consider accessibility of the adjacent pedestrian path and of the patio itself; all citizens have the right to enjoy the City's sidewalk patios.

Patios shall be situated in the public right-of-way without interfering with the free and comfortable movement of pedestrian and vehicular traffic.

Patio furniture shall not interrupt pedestrian or vehicular sightlines or block street signage.

Patios shall be situated so that the adjacent pedestrian path weaves as little as possible, and so that straight path alignment is maximized.

Patios shall not encroach upon the frontage of neighboring establishments, without explicit consent.

Patio design must be tasteful and compliment the façade of the building to which the patio is accessory, as well as the architecture of the surrounding buildings.

#### **Tables, Chairs and Benches**

All patio furniture used must be made out of sturdy and weather resistant materials (e.g., wrought iron, aluminum, steel, weatherproof fabrics); plastic/vinyl furniture is not permitted.

All street furniture must allow for a continuous 4' wide adjacent path for pedestrian and ADA access.

Patio umbrellas may be added to a sidewalk patio design, but shall not extend beyond the designated patio area; umbrellas shall be tastefully designed and implemented, and shall display no permanent advertising or brand logos.

Patio tables, chairs, and other amenities shall never obstruct or protrude onto the pedestrian path, throughways, opens pace areas, or building entrances.



*A 4' wide path shall be maintained for pedestrian and ADA access.*

### **Bike Racks**

All bike racks shall high quality and located in a covered, well-lit, publicly visible area.

Bike racks must be of a metal material and be powder-coated with black paint.

### **Fencing**

Fencing enclosures shall generally be required for large patios, with 15 tables or more.

Where possible the requirement for fencing shall be minimized to reduce visual clutter.

Fencing shall be:

- 3' to 3.5' in high above grade;

- Have considerations for accessibility, with openings to accommodate a wheelchair at a minimum width of 4';

- Be removable at all times;

- Free of jagged edges and other safety threats brought on by poor design or construction;

- Discrete and tastefully composed, with an infusion of heritage-inspired design; and

- Sturdily constructed with aluminum, steel, wrought iron, or other solid material; use of wood, chain-link, and vinyl fencing or fencing material is prohibited.



*Fencing must be removable at all times and no more than 3.5' in height.*

### **Sidewalk/Patio Amenities**

Refuse Receptacles. No garbage or recycling containers shall be placed within a patio area. Refuse receptacles located on the street shall be made of a durable, metal material and black in color.

Signage. There is no advertising or signage permitted on patio fencing, furniture, umbrellas, or surrounding street furniture.

Patio Lighting. Pedestrian scale lighting is permitted within the limits of the patio area. Lighting must be directed downward, and shall not present a tripping hazard in any way. Electrical cords shall not be placed across the pedestrian pathway, without proper placement of cords in cable mats.

Outdoor Heating Devices: Heating devices may be permitted within the patio area. Additional insurance may be required for these items.

### **Street Trees and other Plantings**

All planters shall be tasteful, well-maintained, and removable.

Larger planters may be used to help define patio area boundaries and fill void sidewalk areas.

No existing City planters or greenery may be moved, removed, or altered without explicit consent of the Villa Rica City Council.

Placement of planters in a patio area is encouraged as a means of enhancing the area and the entire streetscape.

Planters shall not encroach upon the required 4' pedestrian right-of-way, and shall not impede free pedestrian movement or present a tripping hazard.



Planters help enhance areas and the entire streetscape.

### ***Rear and Auxiliary Spaces***

#### **Alleys**

Rear alleyways downtown are readily visible to passersby and should retain and preserve historic features, such as windows, doors and architectural detailing.

If a solid door is necessary for security or safety, a solid metal door that is painted a dark color is the most appropriate option. A simple metal security door or a historic door is acceptable.



Alleyways can be activated by plantings and historic lighting elements in order to serve as additional entrances or expanded areas for your business.

Exterior staircases, balconies, or additions should be located at the rear of the building.

Alley and rear entrances can be developed as service and customer entrances, using small awnings and/or signs to indicate the business.

Alley and rear entrances can also serve as a good location for handicapped-accessible entrances and ramps.

Historic lighting elements and/or string lighting should be encouraged on alleyways to provide safe passage.

All alleys should be kept clean and tidy.

### **Parking**

All on-site parking spaces should be placed to the rear of a commercial building.

No parking spaces shall be permitted on or over the public sidewalk or within a front yard setback area.

Parking areas should be screened from view by a fence or landscaping. Large parking areas should have landscaped islands to reduce the visual impact of pavement.

### **Mechanical Systems and Service Facilities**

Mechanical systems, such as HVAC units, should be concealed by landscaping, framed lattice panels, or board-on-board privacy fences, painted a dark color.

Dumpsters should be similarly screened, and coordination between neighboring businesses to share a trash collection location is encouraged.

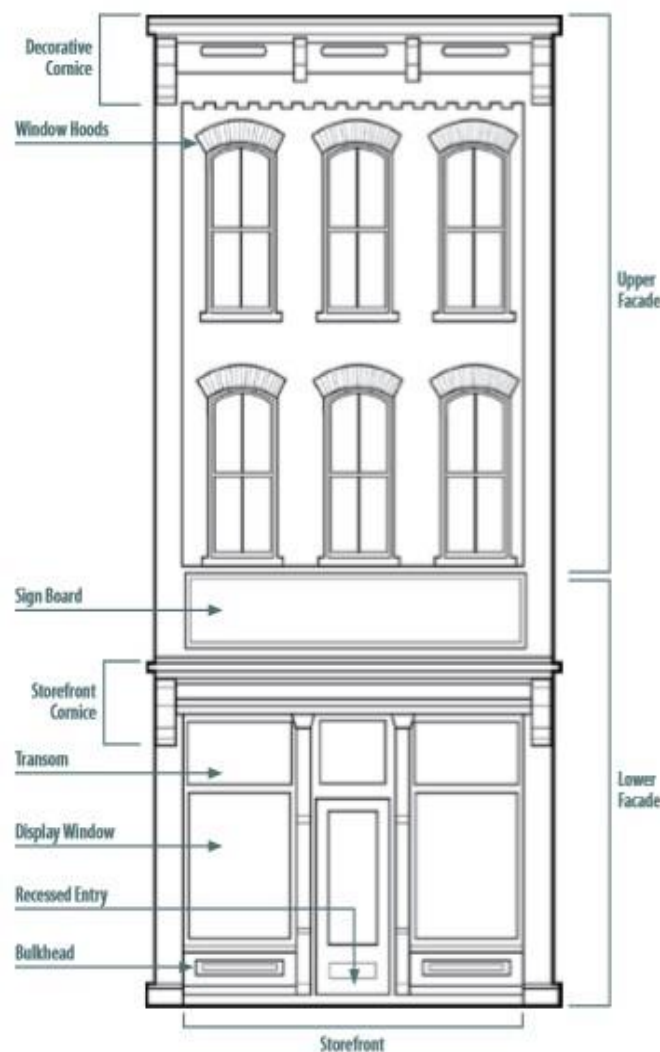
All dumpster areas should be located in the side or rear yard areas of the building and shall not be located beyond the front building setback line.



*Dumpster facilities should be enclosed and out of view of the public.*

# Commercial Rehabilitation

## *Commercial Storefronts*



Commercial storefronts were historically designed to be aesthetically pleasing to the pedestrian shopper and to enticingly display goods, drawing consumers into the store. The historic storefront was often one of the first features of a building to be altered, as shopkeepers attempted to keep in style. Retaining and repairing the functional and decorative features of the storefront, including windows, sash, doors, transoms, kick plates, rooflines, cornices, and signs are required where possible. All replacement features should match the size, scale, materials and design of the original. Accurate storefront restoration based on historical research and physical evidence are encouraged but not required. Where original storefronts no longer exist, or where there is no evidence to document the storefront's original or early appearance, the design of a new storefront should be compatible with the size, scale, color, material and character of the building. Conjectural designs that have no historical basis, or designs that copy traditional features from other buildings, create a false historical appearance and are not permitted. Do not introduce inappropriate historical themes on storefront rehabilitations. Small windowpanes, colonial doors and mansard overhangs are examples of stylistic elements that do not belong on most 19<sup>th</sup> and 20<sup>th</sup> century storefronts.

### Display Windows

Historic display windows should be preserved and maintained.

All display windows should maintain the size, shape, and spacing patterns on the façade.

Tinted glass should not be used on historic storefronts. Only clear glass is appropriate for historic commercial buildings. Awnings, interior blinds, or interior shades can be used for shade and privacy.

Window mullions or framing should be constructed of wood, copper, bronze metal, cast iron, or steel. Raw aluminum is generally not appropriate.

Raw aluminum may be appropriate in limited situations only for mid-20<sup>th</sup> century, International-inspired commercial buildings.

Replacement display windows should match the original in size and shape.

Replacement display windows should have a traditionally scaled and transparent appearance, with large lights and minimal structural divisions.



*The above storefronts all are tasteful, simple and compliment the building's design. Show windows are clear and open for shoppers to look through and have tasteful building colors and elements that are appropriate for a historic building.*

### **Transom Windows**

Historic transom windows should be preserved and maintained.

Transom windows should not be obscured with air conditioning equipment or solid signage.

### **Doors**

Historic doors and entries should be preserved and maintained.

Replacement doors and entries should match the original in design, materials, and placement.

Solid doors are not appropriate for historic commercial buildings.



*Historically significant features include the doors, bulkheads and transom windows on all historic buildings.*

The style of the door should be appropriate to the style of the building. Highly decorative doors are rarely appropriate for a historic commercial building.

A wood door with a large single light is usually the most appropriate replacement for a historic commercial building. The size and shape of the glazing and the kick plate panel should be proportional to the rest of the storefront.

A metal door with a dark or bronze anodized finish and a wide stile is also acceptable. Raw aluminum or other silver metals are not appropriate.

Doors framed in raw aluminum are appropriate in limited situations, only for mid-20<sup>th</sup> century, International-inspired commercial buildings.

### **Bulkheads**

Historic bulkheads should be preserved and maintained.

Replacement bulkheads should match the original in design, size, shape and materials.

New bulkheads should be constructed of wood, brick, painted metal or glazed tile. New bulkheads should be appropriate to the style of the building.

### Lintels

Historic lintels should be preserved and maintained.

Lintels should separate the upper from ground floors clearly and consist of a durable brick, wood, stone or prestressed concrete.

All ornaments and arches on lintels should be preserved.

### *Upper Facades*

The upper stories of commercial buildings were traditionally used as offices, residential and storage areas. Maintaining the character of these spaces is important to preserving Villa Rica's distinctive atmosphere.



### Windows

Upper façade windows should be retained and maintained.

Deteriorated windows should be repaired, rather than replaced.

Historic window surrounds and detailing should be preserved.

Windows should not be enclosed or covered.

Boarded or bricked windows should be reopened to reestablish the architectural rhythm.

When the historic window design is unknown, replacement windows should be appropriate to the architectural style and the historical period of the building. One-over-one, double hung wood sash are recommended for replacement windows in most buildings. The top section of all double hung windows should have the same or higher delineation of individual lights to the bottom section of such windows.

Installing or replacing weather-stripping is the recommended treatment to prevent air infiltration through windows.

The addition of storm windows can be used to seal windows and improve thermal efficiency. Storm windows provide superior energy efficiency, often surpassing new windows.

Replacement windows should fit the window opening. Arched openings should have arched windows.

### **Window Accessories**

Screen or storm windows should either be full view or should have meeting rails that correspond to the meeting rail of the window. Raw aluminum storm windows are inappropriate. Wood or aluminum with an anodized or baked-on enamel finish are appropriate framing materials.

Interior storm windows can be used to maintain the building's exterior appearance.

The addition of storm windows can be used to seal windows and improve thermal efficiency. Storm windows provide superior energy efficiency, often surpassing new windows.

Shutters should not be installed unless physical or photographic evidence indicates that the building had shutters in the past.

Shutters should be constructed of louvered wood, operable, and completely cover the window opening when closed.

### **Cornices and other architectural features**

Historic cornices and other architectural features should be preserved and maintained.

Sensitive repairs should be made to historic architectural materials, such as masonry, wood, cast iron, pressed tin, decorative glass, and terracotta.

Historic cornices or other architectural features can be replaced based on a physical or documented evidence.



*Interior windows can help seal old historic windows from the elements.*

Cornices and other architectural features should not be added where none existed in the past.

Cornices should not be reconstructed with stucco materials, or covered with stucco.

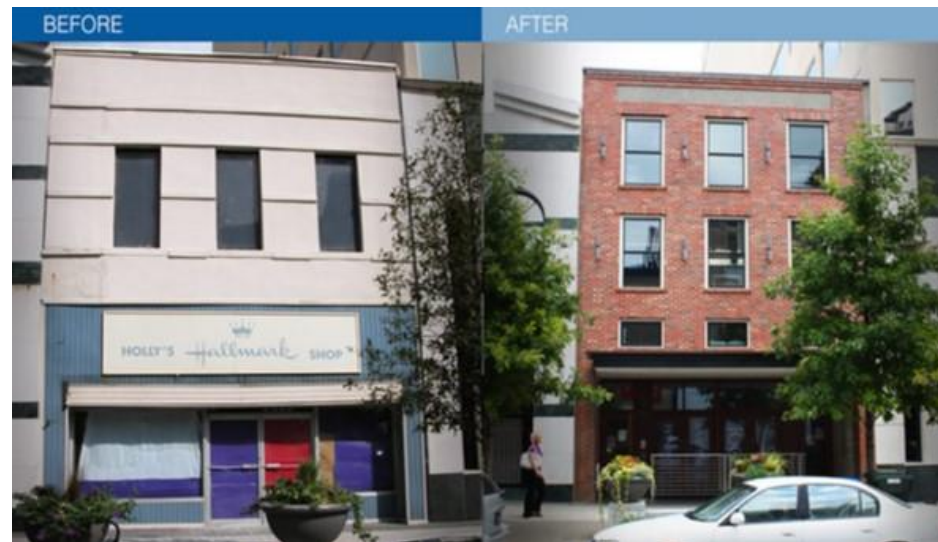


*Cornices are important features that should be preserved and maintained. Cornices should not be added to buildings that historically never had them.*

## *Commercial Buildings*

### **Exterior Building Materials**

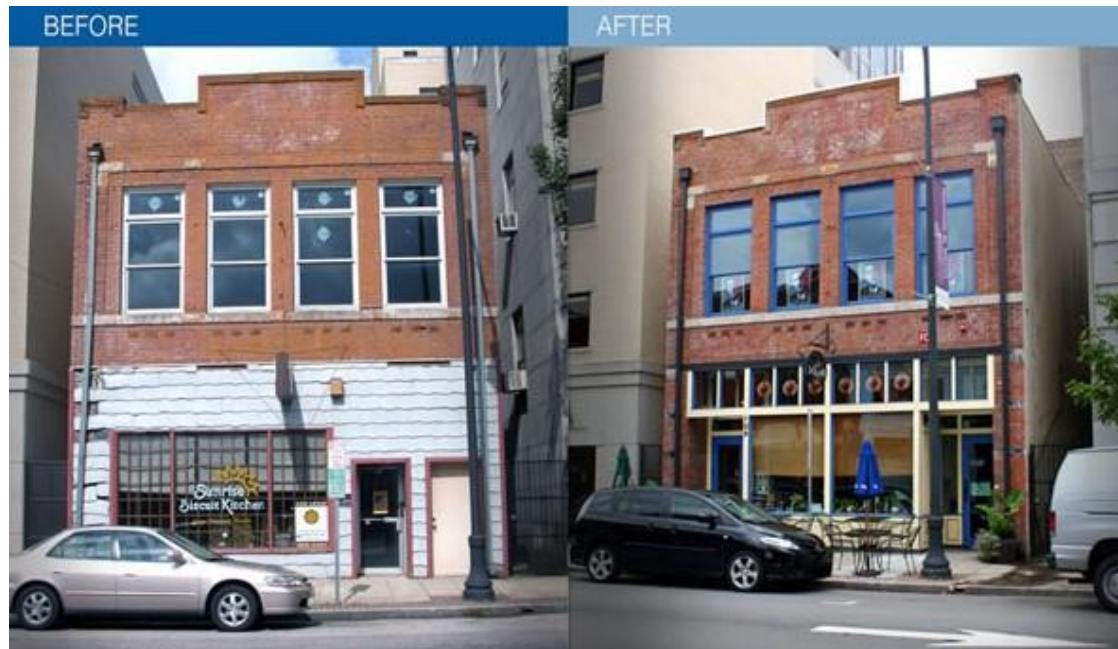
Historic exterior materials should be maintained and preserved. Most historic commercial buildings in downtown Villa Rica are constructed of brick or stone, and some buildings have been historically covered with stucco. Crumbling mortar should be repointed using a historic mortar mix with a low content of Portland Cement in order to prevent damage to softer masonry materials.



Repointed mortar joints should match the original in composition and appearance.

Deteriorated masonry units should be repaired rather than replaced. If replacement is necessary, the replacement should match the original in color, size, shape, texture, and chemical composition.

Painted masonry surfaces should remain painted and unpainted surfaces should not be covered with any material, including paint or stucco.



Masonry should be cleaned using the gentlest means possible. Sandblasting, pressure washing, or any other abrasive methods should not be used, as the masonry will be damaged.

Historic stucco should not be removed. Stucco repair should not use synthetic stucco.

If painting of unpainted brick is necessary due to severe deterioration, the paint color should match the natural color of the brick.

Where a windowless wall is necessary, the uninterrupted wall can be relieved by 12" offsets, masonry articulation, false windows, trellises, recessed or projecting display cases, and landscaping.

Masonry should be cleaned using the gentlest means possible. Sandblasting, pressure washing, or any other abrasive methods should not be used, as the masonry will be damaged.

Historic stucco should not be removed. Stucco repair should not use synthetic stucco.

If painting of unpainted brick is necessary due to severe deterioration, the paint color should match the natural color of the brick.

Where a windowless wall is necessary, the uninterrupted wall can be relieved by 12" offsets, masonry articulation, false windows, trellises, recessed or projecting display cases, and landscaping.

### **Roofs**

Historic roofing materials, configuration, and details should be preserved and maintained.

Metal, slate or clay tile roofs should be preserved when possible.

New roofs of rolled or built-up asphalt are acceptable, as long as the roof is not visible from the street façade.

Roofs and their water treatment systems should be maintained.

Aluminum gutter and downspout systems should be avoided in favor of copper gutters and downspouts. Buildings with box gutter systems should continue to use the box gutters.

### **Awnings**

Awnings are appropriate for both the storefront and upper façade windows.

Historic awnings should be retained and maintained.

Awnings can be added to historic buildings in traditional designs, materials, and locations.



*Awnings are appropriate for both the upper and lower façade, and canvas or fabric awnings are the preferred materials.*

Fixed or retractable awnings are acceptable on upper levels where appropriate, if they do the following:

- a. Complement the building's architectural style, materials, colors, and details;
- b. Do not conceal architectural features, such as cornices, columns, pilasters, or decorative details;
- c. Do not disrupt the balanced look of the façade;
- d. Are designed as an integral part of the façade.

Canvas awnings are the preferred material, although other durable fabrics may be used. Metal or aluminum awnings are not recommended.

Awnings should be individually located within its respective bay, rather than covering architectural features.

Awnings should be placed between the display windows and a transom window.

Shed awnings are the most appropriate for most historic buildings. Bubble, concave, and convex forms are not appropriate.

Shed awnings should be installed to have an approximately 45-degree angle. Inappropriately angled awnings detract from the historic character of the district.

Arched awnings may be used in arched openings.

Internally lit awnings are not appropriate. Wood, vinyl, plastic, and fiberglass are inappropriate materials for awnings.

Awnings should be aligned with the bottom of awnings on adjacent buildings.

An awning should cover no more than 1/3 of the storefront, from the top of the display windows to the sidewalk.

An awning should not extend more than 2/3 the width of the public sidewalk in front of the building. The awning should not encroach on vegetation or trees located within the public right-of-way.

An awning cannot block or impede the flow of pedestrian traffic on the public sidewalk.

An awning cannot be supported by poles or any other material in the sidewalk. Awnings should be supported by the building to which they are attached.



*An awning can cover no more than 1/3 of the storefront and 2/3 of the sidewalk area.*

## *Signs*

Historically during the 19<sup>th</sup> and early 20<sup>th</sup> century, signs were a key feature of storefronts and continue today to shape the character of a business district. Within the General Business District, signage should be compatible in design with the historic character of the district and should be installed in a manner that does not diminish or damage important architectural features. Size, materials, graphics, and legibility of the typeface, color, and method of attachment must be considered when designing new signage for the historic commercial area. In commercial areas, signage is often multiplied by merchants' perceptions that most signs and bigger signs will improve their business. In fact, legibility is often improved by sign controls that reduce the visual clutter and "noise" in the vicinity of the store. Limiting letter size and the number of signs permitted per establishment can further these goals.

### **Sign Guidelines**

Preserve and maintain existing historic signs, including historic wall signs on masonry surfaces and historic mid-20<sup>th</sup> century signs.

New signs should use traditional designs and materials, as appropriate for the type and style of the building.

Appropriate materials include wood, glass, and brass or copper letters. Plastic, plywood or other unfinished wood products are not appropriate materials for signs.

Appropriate sign locations, size and installation considerations are summarized in the table on page 50-51.

Lettering should not exceed 18 inches. Simple, easy-to-read fonts are recommended. Lettering should not exceed more than 60% of the total sign area.

Internal or flashing lighting is not appropriate for signs within the historic district. Spot or up-lit lighting is appropriate to illuminate signs within the historic district. Exposed neon is acceptable for the downtown area.

No sign shall have a single face that is larger than 25 square feet in area.

Seasonal window signs are not subject to HPC approval, and do not need a sign permit.



*Tasteful signage should be implemented on a storefront and be simple, with appropriate colors that complement the building. Plastic, plywood or other unfinished wood lettering are not appropriate materials.*

### **Sign Colors:**

The use of color is an important factor in effectively communicating a message. Colors have different meanings and work in various ways in contrast with each other and together. Contrast between the foreground and background is an important component in creating legibility. If colored text is used on a bright background the contrast will be weak. For optimal contrast results, white text against dark colored backgrounds works best. In sign design color can be a combining factor in harmonizing the sign with the environment. Color will distinguish signs from each other and can offer an indication of the message without having to be able to understand the language of the sign.

Sign colors should complement the colors of the building.

- The number of colors used on a sign should be limited. In general, no more than three (3) colors should be used, although accent colors may also be appropriate.
- Sign colors should be coordinated with overall building 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.

Strong primary colors should be used primarily as an accent.

- Sign panels should avoid the extensive use of primary color or significant areas of white or cream, which would have the effect of visually detaching the sign from the building.
- Primary colors should be used sparingly

It is preferred that dark or medium colors be used for the main, background part of the sign and that light colors be used for the lettering. Use of white or light colors for the background is discouraged, especially for larger signs, reflective signs, and illuminated signs.

Many signs use gold leaf for lettering. With a dark background, gold leaf can bring much beauty to a sign. One need not be concerned about the gold being scraped off as the amount that could be collected would be virtually worthless.

Use of the following colors is encouraged:

- Nature blending colors
- Earth tone colors
- Neutral colors
- Pastel colors

The following colors are generally best limited to accent areas:

- Bright colors
- Primary colors
- Metallic colors

Use of the following colors palettes is discouraged:

- High intensity colors
- Fluorescent colors

Suggested background colors are burgundy red, forest green, chocolate brown, black, charcoal, and navy blue. Suggested letter colors are ivory, white, or gold.



Example of an earth tone color palette

Form and Lettering:

Signs should be viewed as part of an overall graphics system for the building. They do not have to do all the “work” by themselves. The most effective signs work with the building, not against it. The Villa Rica Commercial Historic Districts contain buildings constructed over a long period of time, by different owners for different purposes; the buildings reflect different architectural styles and personal tastes. These factors are what give the districts a diverse and distinct quality that is unique to Villa Rica. Likewise, it is encouraged that designers and owners create signs that complement these different architectural styles and celebrate the diversity of the district.

- Letter styles and sizes should be selected that will be compatible with the building front.
- Except on large buildings along arterial streets, sign lettering should be determined based on the legibility from the pedestrian way, and not the street.
- A sign letter of lesser height will be appropriate depending upon the scale of the street frontage.

Letters that create signs that are out of character with the historic district or building, or that would alter the character of the historic district would be considered inappropriate.

- Use letters and fonts that enhance rather than detract from the historic design of the building.
- Lettering and fonts should emphasize legibility rather than any sort of stylistic agenda.

*Table 2 Sign Design Guidelines*

| <b>Location</b>            | <b>Size Consideration</b>                                                                                                                             | <b>Size Rule</b>                                                                                                                                                                                                                         | <b>Installation Considerations</b>                                |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| Window (Seasonal)          | Should not overly obscure the display window                                                                                                          | May not cover more than 40% of the window on which it is painted and pertains to holidays and seasonal events are permitted (the window sign must be removed within 10 days after the event/holiday).                                    | Should not damage the display window; should be removable.        |
| Window (Permanent only)    | Should not overly obscure the display window.                                                                                                         | May not cover more than 25% of the window area and only 1 permitted per tenant frontage.                                                                                                                                                 | Should not damage the display window or framing.                  |
| Cornice                    | Should be compatibly sized for the cornice. Should be incorporated into the cornice rather than covering the cornice.                                 | Must fit within an existing signage location within an existing historic cornice or within a traditionally-scaled location of a restored cornice. The sign face area permitted is 2:1 Primary, 1:1 Secondary (Square Feet: Linear Feet). | Should not damage or obscure any existing architectural features. |
| Wall signs, Single Tenant  | Should be located above the transom windows and below the beltcourse. Should be compatibly sized to building, location, and other signs on the block. | Must fit within the historic "signboard" location. May not extend into the second floor, cornice or storefront areas. The sign face area permitted is 2:1 Primary, 1:1 Secondary (Square Feet: Linear Feet).                             | Should not damage or obscure any existing architectural features. |
| Wall Sign, Multiple Tenant | Should be located above the transom windows and below the beltcourse. Should be compatibly sized to building, location, and other signs on the block. | Must fit within the historic "signboard" location. May not extend into the second floor, cornice or storefront areas. The sign face area permitted is 1.5:1 Primary,                                                                     | Should not damage or obscure any existing architectural features. |

|            |                                                                                                                                               |                                                                                           |                                                                                                  |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
|            |                                                                                                                                               | 1:1 Secondary (Square Feet: Linear Feet).                                                 |                                                                                                  |
| Awning     | Should be painted or printed on the awning. Any graphics on the slope of the awning should be compatibly sized for the building and location. | No larger than 50% of the awning. Lettered printing on the awning valance is recommended. | Should not damage a historic awning.                                                             |
| Projecting | Should be small & pedestrian scale.                                                                                                           | No larger than 12 square feet. Should not project more than 4' from front elevation.      | Should be attached with wood or metal bracket. Should be mounted into mortar, rather than brick. |

## Commercial Additions

Additions to existing historic buildings are often a necessary feature, in order to allow the building to remain useful in the contemporary era, as safety and functional requirements for existing buildings are different than in the period in which they were built.



### Location

New additions should be located on the rear of an existing building.

### Size

A new addition should be smaller than the historic building.

A new addition should not exceed the height, width, or length of the existing building.

### **Building Material**

New additions should use materials that are compatible with the historic building materials. In Villa Rica, most historic commercial buildings are constructed of brick.

### **Design**

An addition should be designed to minimize the removal or damage of existing historic materials.

An addition should have a compatible design that complements the existing building without replication.

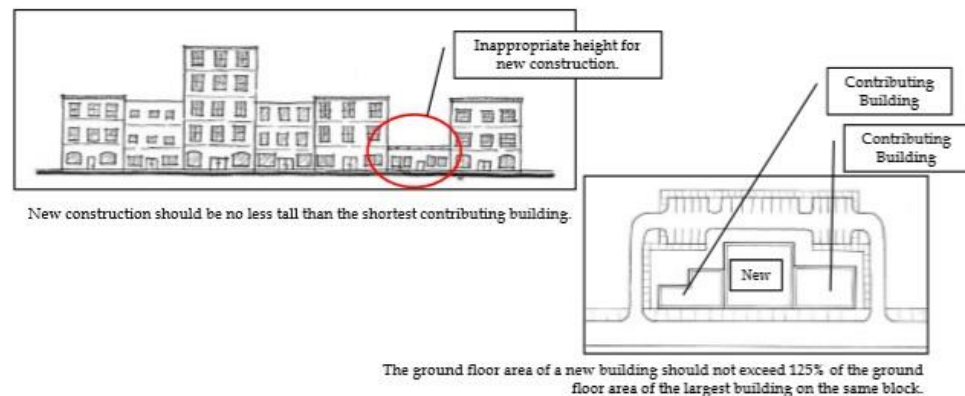
## **Commercial New Construction**

The construction of new commercial buildings within the Villa Rica Commercial Historic Districts have a significant and long-lasting effect on the visual character of the city. Consequently, compatible new construction is key to maintaining Villa Rica's built heritage for the future.

### **Key Elements of a Compatible Building**

#### *Placement: Setback, Orientation & Rhythm*

New construction should have a setback that is consistent with the setback of other contributing commercial buildings on the same block, which will most likely be a zero lot line setback.



New construction should follow the established pattern of buildings along the same block by maintaining the rhythm of side yard setbacks. Most commercial buildings should have no side yard setback.

New construction should have a floor-to-ceiling height that is compatible with other commercial buildings on the same block.

The main entrance of the new building should be oriented to the street façade and the pedestrian.

Parking should be placed at the rear of a new commercial building, in order to accommodate a zero lot line setback and a street façade orientation. A smaller rear entrance can be developed to accommodate customers.

### *Scale, Proportion and Massing*

New construction should have proportions that are compatible with other contributing buildings on the same block.

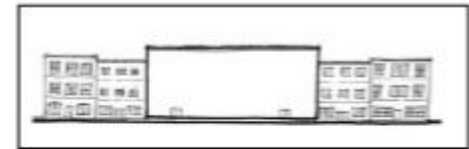
New building should be no shorter than the shortest contributing building on the same block, and building height should not exceed the tallest contributing building by more than 5 feet.

The width of a new building should be compatible with the width and proportions of other contributing buildings on the same block.

If a new building will have a front façade longer than 50 feet or wider than nearby contributing buildings, the façade should be broken up into bays, using architectural features.

The proportions of a building should be appropriate to its design.

The ground floor area should be compatible with the ground floor area of contributing historic buildings on the same block. New construction may not have a ground floor area that is larger than 125% of the contributing building on the same block having the largest ground floor area.



Inappropriate building with too wide façade (above) and appropriate use of architectural features to break up a wide façade (below).



### *Design*

Contributing buildings along the same block should be used as inspiration for the design of new construction. Creative compatibility, without historic reproduction, is encouraged.



New construction should have a separated upper and lower façade and resemble, but not duplicate, historic features, scale and design. The façade of the above building is separated vertically to resemble multiple small buildings, which is most appropriate for a downtown environment.

The new construction should not detract from the historic character of the district, but the new building should be easily distinguishable as a more recent construction.

New commercial construction should have a flat or shed roof concealed behind a parapet wall.

The front elevation should be divided into a storefront and an upper façade. The storefront should have large display windows in order to be compatible with the historic character of the district.

The placement and rhythm of door and window openings and other architectural features should be compatible with contributing historic buildings on the same block.

Window and door openings should not exceed the height to width ratio of nearby buildings by more than 10%.

Window and door designs should be compatible with contributing buildings on the same block.

If a new building spans several lots in width, the façade should be separated into bays or use other vertical divisions to be compatible with the rhythm of the historic commercial buildings.

### *Building Materials*

New construction should use building materials that are compatible with the historic character of the Villa Rica Historic District.

Brick and cut stone are the most compatible building materials for new construction.

New construction should be compatible with contributing historic buildings in factors such as mortar joint width and shape, brick size, color and texture.

The material used should be compatible with the design of the new building.

Windows should not have flush or pop-in muntins. New muntins should create a textured plane similar to historic divided lights.



Section VII:  
Residential Design  
Guidelines

While Villa Rica does not have a residential historic district, it does have several individually-listed historic residential properties and also properties that were constructed as residences that are now used for offices and other commercial uses. Those structures shall follow the residential architectural design guidelines and standards. The style of each structure shall determine which guideline is required.

## Residential Home Types in Villa Rica

Architectural Type refers to the interior floor plan of a building. The arrangement and number of rooms determines the type of a building. Cottage and house are the most common type classification: typically a one-story residential building is a cottage and a two-story residential building is a house. A double-pile building is two rooms deep, while a single-pile building is only one room deep.

Villa Rica has predominately Bungalow, American Small House and New South Cottage home styles in areas closest to the downtown historic district on both the north side of downtown and the south side of the downtown. These areas are being considered for future historic district designation. The following home types, amongst others, can be found within the future designation areas:

### New South Cottage

Similar to the Queen Anne Cottage, the New South Cottage is also a double-pile cottage with a central block with projecting gables. The New South Cottage does have central hallway and a symmetrical arrangement of rooms. The building type was most popular in urban areas from the 1890s through the 1920s. Important characteristics of the New South Cottage include:



- Square central mass with projecting gables on the front and side.
- Symmetrically arranged interior floor plan with central hallway.
- Central entrance.
- Hipped or pyramid-shaped roof.
- Interior chimneys are most common.
- Front porch or wraparound porch.
- Often built in the Folk Victorian or Queen Anne styles.

### Georgian Cottage

The Georgian Cottage is a double-pile cottage, consisting of a central hallway flanked by two rooms on either side. The building type was popular throughout Georgia from the 19th century through the 20th century. Important characteristics of the Georgian Cottage include:



- Central hallway flanked by two rooms on either side.
- Hipped or pyramid-shaped roof is the most common form.
- Usually has two interior chimneys.
- Front porch or wraparound porch.
- Often built in the Folk Victorian or Queen Anne styles.

### Hall-Parlor

The Hall and Parlor style is a traditional British folk form that dominated pre-railroad folk housing over much of the southeastern United States. Houses were built in heavy timber framing in the Tidewater South and hewn log walls in the vast Midland region. The Hall and Parlor floor plan was relatively common in early colonial American houses, particularly during the latter half of the 17th and the early part of the 18th Centuries. Important characteristics of the Hall-Parlor include:



- Simple side-gabled.
- Typically, two rooms wide and one room deep, with the central front door opening into a small vestibule or interior porch.
- The vestibule has a stairway and two interior doors leading to the hall and the parlor, respectively.
- The hall typically served as the center of family activity, while the parlor usually housed the best furniture and the main bed.
- Prominent, large chimney located in the center of the house to serve both rooms.

### English Cottage

The English Cottage has a cross-gabled roof that barely projects from the front façade. The cottage has an irregular floor plan, and the rooms cluster around the small entrance vestibule. The English Cottage type was popular in suburban areas during the 1930s and 1940s. Important characteristics of the English Cottage include:



- Cross-gabled, steeply-pitched roof with minimal projection from front façade.
- Prominent chimney.
- Lack of a front porch but often includes a side porch.
- Irregular floor plan, clustered around the entrance vestibule.
- Almost always constructed in the English Vernacular Revival style.

### Bungalow



The Bungalow is a long, low, rectangular residential building with an irregular floor plan. Bungalows were extremely popular throughout Georgia in the early to mid-20th century, in both rural and urban areas. Important characteristics of the bungalow include:

- Front or side-gabled roof types are most common.
- Wide, low-pitched gables.
- Long, low, rectangular form.
- Integral porches are common.
- Irregular interior floor plan.
- Most often constructed in the Craftsman style.

### **American Small House**

Despite its misnomer, the American Small House is compact, double-pile rectangular cottage with an irregular floor plan of four to six rooms. The American Small House was developed immediately after World War II as an economical and modern building type to fulfill the need for large quantities of new housing, and the building type remained popular through the mid-1950s. Important characteristics of the American Small House include:



- Compact, rectangular form containing four to six rooms in an irregular floor plan; wings sometimes added to side elevations.
- Medium-pitched roof and minimal eaves.
- No front porch.
- Application of decorative shutters, especially on front elevations.
- Use of modern materials, such as metal-framed windows, metal balustrades, and asbestos siding.
- Often includes elements of the Colonial Revival or English Vernacular Revival styles.

### **Queen Anne Cottage**

The Queen Anne Cottage is a double-pile cottage with a central block with projecting gables and an irregular floor plan without a central hallway. The building type was popular in both urban and rural areas from the 1880s through the beginning of the 20th century. Important characteristics of the Queen Anne Cottage include:



- Square central mass with projecting gables on the front and side.
- Asymmetrically arranged interior floor plan with no central hallway.
- Asymmetrically placed front entrance.
- Hipped or pyramid-shaped roof.
- Interior chimneys are most common.
- Front porch or wraparound porch.
- Often built in the Folk Victorian or Queen Anne styles.

### **Gabled Wing Cottage**

The Gabled Ell Cottage is a T or L-shaped house that consists of two wings, attached at a right angle. Gabled Ell Cottages are also sometimes known as Gable Front-and-Wing Cottages. Common in both rural and urban environments, the Gabled Ell Cottage was common throughout the state from the late 19th century through the early 20th century. Important characteristics of a Gabled Ell cottage include:



- Two linear wings, attached at a right angle to form a T or L shaped cottage.
- Gabled roofs.
- Shed or hipped-roof front porch.
- Exterior and interior chimneys common.
- Often includes elements of the Folk Victorian style.

### **Central Hallway Cottage**

The Central Hallway Cottage is a common housing type in Villa Rica. Central Hallway Cottages have a single entrance into a hallway that provides access to a room on either side. Central Hallway Cottages were a popular housing type throughout Georgia from the early 19th century up through the early 20th century. Important characteristics of a Central Hallway Cottage include:



- Central hallway flanked by a single room on either side.
- Central Entrance.
- Chimneys most commonly located on one or both ends of the house.
- Shed or hipped roof, full-façade, front porch.
- Often includes elements of the Folk Victorian style.

### **Saddlebag Cottage**

The Saddlebag Cottage is an important historic housing type that can be found across Georgia in both rural and urban environments. A Saddlebag Cottage has two rooms, usually equally sized, with a central chimney. Most existing Saddlebag Cottages date from the mid-19th through the early 20th centuries. Important characteristics of a Saddlebag Cottage include:



- Two rooms, arranged side-to side.
- Central Chimney.
- One or two front entrances.
- Side-gabled roof.
- Front porch is most often a shed-roofed full length porch.
- Sometimes includes elements of the Folk Victorian style.

### **Pyramidal Cottage**

A Pyramidal Cottage is a four-room house without a hallway and with one or two front doors and a steeply pitched pyramidal roof. It takes its name from its distinctive roof made of four equilateral triangles joined together in hip-roof fashion to form a pyramid. Important characteristics of a Pyramidal Cottage include:



- One-story, square house.
- Pyramid shaped roof.
- Always made of wood.
- Sometimes a chimney through the center of the pyramid roof.
- A cousin to the more imposing American foursquare in style and materials.

## Residential Home Styles in Villa Rica

Architectural Style refers to the exterior ornamentation of a building. A “High Style” example will have the appropriate form and decoration of a style applied in a systematic pattern across the building. Other buildings can have elements of a style, meaning that some decorative details correlate to a specific style.



### Folk Victorian

The Folk Victorian Style was extremely popular across Georgia during the late 19th century. The Folk Victorian style is essentially the application of Queen Anne stylistic details to simpler house forms. The Folk Victorian Style can include:

- Decorative spindlework or jigsawn woodwork applied to the porch.
- Decorative brackets may be used under the eaves.
- Patterned shingles or other details may be applied to gable ends.
- Intricate brick work may be used on the chimney or foundation.
- Decorative front-facing gables applied to a simpler house form.

### Neoclassical Revival

The Neoclassical Revival Style became popular in the early 20th century as a reaction against the picturesque Victorian styles that had dominated in the late 19th century. Although the style was largely derived from the earlier Greek Revival and Early Classic Revival styles, the Neoclassical Revival Style brought classical elements to residential architecture in new and interesting combinations. Features of the Neoclassical Revival Style include:



- Rectangular shape.
- Full-height front portico with classical columns.
- Symmetrical façade.
- Side porches and porte cocheres are common features.
- Elaborate entrance, including elements such as transoms, sidelights, fanlights, pilasters and columns.
- Low-pitched hipped roof, which may have a balustrade.
- Cornice detailed with dentils or modillions.

### **Greek Revival**

Popular roughly between 1810-1855, the Greek Revival style is considered to be a subset of the larger Neoclassical period.



- Gable or hipped, low-pitched roof.
- Dentil cornice emphasized with wide band of trim.
- Porches or porticos have square or rounded columns- typically four, six or eight columns.
- Temple-front entryway with entry door surrounded by rectangular transom and sidelights.

### **Gothic Revival**

Popular in the 1840s – 1860s, and usually in a wood-frame form. The Gothic Revival can be traced back to England in 1749 to romanticize medieval styles there, and the romanticized simplicity of medieval times. The Gothic Revival style had the first appearance of picturesque (asymmetrical and unpredictable) floor plans, indicating the rise of the Romantic Era in America by the 1840s. Important features of the Gothic Revival include:



- Steeply pitched roof, cross-gabled.
- Decorated Vergeboards.
- Point-arch windows.
- Sometimes stained glass.
- Gothic window above entry.
- One-story porch with flattened, gothic arches.

### English Vernacular Revival

The English Vernacular Revival Style drew upon the tradition of medieval and vernacular house forms in England. Most commonly applied to English Cottage type buildings, the style was popular in residential neighborhoods during the 1920s and 1930s. Features of the English Vernacular Revival include:



- Steeply pitched gable roof.
- Half-timbering in the gable.
- Masonry veneer walls.
- Variety of materials, including stone.
- Massive chimney, prominently displayed.
- Tall, narrow casement windows, often grouped together.
- Use of round arches within porches and doorways.

# Residential Site Design

## Sidewalk and Streetscapes

Historic walkways and other historic materials within the streetscape should be preserved and maintained.

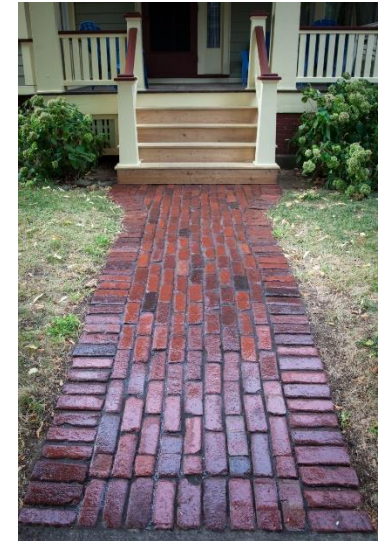
New walkways are encouraged if possible to use appropriate materials, such as brick, or hexagonal pavers to create a more historic and more permeable surface.

New walkways should run to the street and the sidewalk, rather than be oriented towards a driveway. An additional walkway to the driveway is acceptable.

New construction should include a walkway.

Sidewalks should be maintained, and new construction should include a sidewalk of similar width, color and materials as nearby sidewalks or as delineated in the regulations of the zoning district.

Existing historic curbing, should be maintained and preserved. Any new construction or project that requires removal of historic curbing should reinstall the curbing after project completion. All curbing should be the same color and material as existing curbing.



## Driveways and Parking

If a historic driveway and parking area exists, it should be maintained and repaired.

Parking should be located at the side or rear of a residential building. Parking in the front yard is not appropriate.

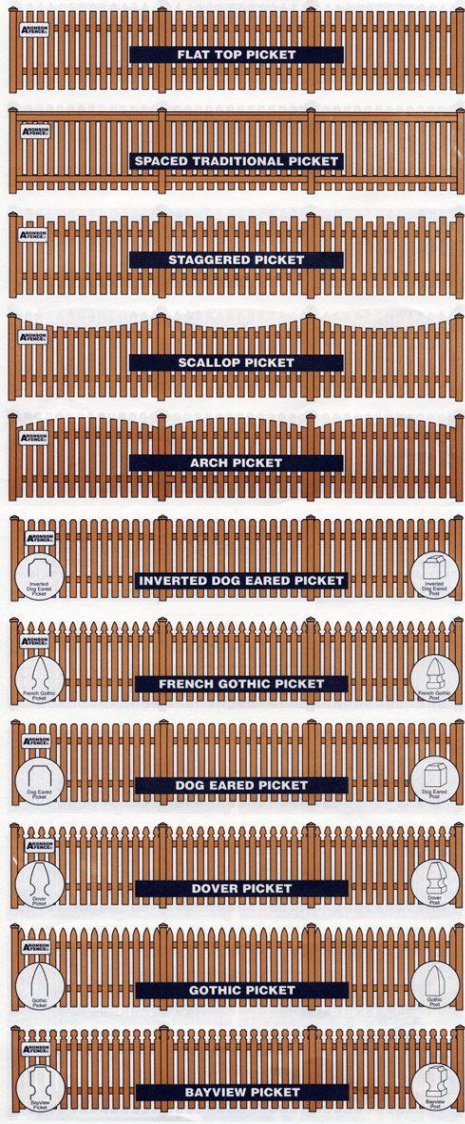
New driveways and parking areas associated with new construction should be placed to the side and rear of a building, respectively.

Gravel or pea stone are the preferred materials for driveways, as these materials are inexpensive, historically appropriate, and environmentally friendly. Concrete tracks are another driveway alternative that creates minimum intrusion and allows stormwater absorption. Poured concrete is a non-preferred option that may also be used for driveway construction;



however, the colors of all concrete driveways shall not conflict with the aesthetic quality of the site.

Parking areas should be screened through the use of hedges, shrubs, trees or fencing.



### **Fences and Walls**

Historic fences should be preserved and maintained.

Front yard fences should be constructed of wooden pickets, white vinyl or cast iron, as appropriate for the residence and location. Front yard fences may not exceed 4 feet in height.

Front yard fences are discouraged for buildings that were constructed from c. 1920 to c. 1960, as these resources were designed to have open front yards.

Rear fences and fences along non-visible secondary elevations can be constructed of alternate materials, such as wooden planks, brick, stucco or chain link, up to a height of 6 feet. Rear and secondary elevation fences should start behind the house. Fences surrounding swimming pools shall be at least 5' in height with either solid or nonsolid style fencing.

Vinyl-coating or natural vegetation can be used to improve the appearance of chain link fencing.

Historic retaining walls should be retained and repaired.

New retaining walls should be constructed of brick, constructed of concrete and faced with brick, or constructed of concrete and covered with stucco.

### **Accessory Buildings and Recreational Structures**

Historic outbuildings should be preserved and maintained.

New accessory buildings are subject to design review by the Villa Rica Historic Preservation Commission.

New accessory buildings, such as sheds, should be placed to the rear of the residential building.



Garages should be detached and have a compatible design to the main structure.

Garages and carports should be located to the rear of the residential building.

Attached garages or carports are not permitted on historic properties dating earlier than 1920.

Just as residential new construction, new garages, carports, and sheds should be compatible in design and proportion to the existing historic structure. The accessory building or structure should be smaller than the historic building.

Recreational structures, such as a swimming pool or tennis court, must be located at the rear of the property and screened from view. Swimming pools must be surrounded by a wall or fence at least 5 feet high.

### **Mechanical Systems**

Transformers, condensing units, and other modern mechanical equipment should be located at rear or secondary elevations for new installations where a unit is not being replaced. For replacements, the side, rear or secondary elevations are appropriate.

Mechanical equipment on a secondary elevation that is visible from the street should be screened with fencing or landscaping.

Roof-mounted mechanical systems should be located on the rear of the building.

Satellite dishes should not be installed on front elevations, within front yards, or on visible side elevations.

### **Landscape Features and Plantings**

Historic landscape features and plantings should be maintained.

Plant materials should be kept away from building facades to prevent damage via moisture infiltration. Foundation plantings are not a historic feature of most buildings in the Villa Rica historic districts because of the moisture problems they create.

The planting of traditional and native plants is encouraged.



# Residential Rehabilitation

According to the National Park Service, rehabilitation can be defined as the act or process of making possible a compatible use of a property through repair, alterations, and additions, while preserving those portions or features which convey its historical, cultural or architectural values.

## Foundations

Foundations that retain their historic configuration should be maintained in their existing form. Historic foundations should not be replaced.



Crumbling mortar should be repointed with mortar joints that match the existing in color, texture, width, and profile.

Unpainted masonry should remain unpainted. Painted masonry surfaces should remain painted.

Historic foundation infill (more than 50 years old) should be maintained as part of the historic character of the foundation.

If the replacement of foundation members is necessary, the new masonry units should match the original in color, size, shape, texture, and chemical composition.

If supplementary foundation support is necessary, infill sections should be recessed behind the original pier foundation to reduce the visual impact. Brick is the preferred infill material

within Subarea I. Painting or stuccoing concrete block infill will help to reduce the impact.

Lattice panels, set between or behind the existing piers, may be used to screen the foundation. Lattice panels should be painted a dark color to reduce their visibility. Sheet metal or corrugated fiberglass are not appropriate screening materials.

Masonry infill sections should include ventilation at regular intervals to avoid moisture and rot problems.

## Siding

Wood siding should be retained whenever possible.

Damaged or deteriorated siding should be repaired or replaced in-kind.

Replacement boards or sections of siding should match the original in size, style, shape, proportion and reveal.

Repaired or replacement materials should be installed using similar construction methods as the historic siding.

The cause of the damage or deterioration of siding, such as faulty gutters, should be identified and rectified.

Small sections of siding, rather than an entire façade, can often be replaced.

Decorative wooden features, such as shingles, cornices or brackets, should be maintained, and deteriorated features should be repaired or replaced in-kind. The minor replacement of deteriorated wood is preferred.

Wood siding should not be covered with an alternative material, such as aluminum, vinyl, masonry veneer, or any other material.



Siding should be repaired in-kind using the same materials and similar construction methods.

### **Masonry Walls**

Masonry should be maintained and repaired.

Crumbling mortar should be repointed using a historic mortar mix with a low content of Portland Cement in order to prevent damage to softer masonry materials.

Repointed mortar joints should match the original in composition and appearance.

Deteriorated masonry units should be repaired rather than replaced. If replacement is necessary, the replacement should match the original in color, size, shape, texture, and chemical composition.



Replacement masonry should be worked into the existing masonry pattern to reduce the visual impact.

Painted masonry surfaces should remain painted and unpainted surfaces should not be covered with any material.

Masonry should be cleaned using the gentlest means possible. Sandblasting, pressure washing, or any other abrasive methods should not be used, as the masonry will be damaged.

### **Porches**

Existing porches should be maintained. Porches should be repaired rather than replaced.

Front porches or readily visible side porches should not be enclosed with windows, glass, siding or masonry.

Porches may be enclosed with recessed screens. Screens should be wood-framed and minimal framing should be used in order to preserve the open appearance of the porch.

Historic porch elements and details should not be removed. Deteriorated features, such as columns, brackets, spindlework or balustrades, should be replaced in-kind.

Metal, resin, fiberglass, or plastic replacements for porch elements are not appropriate. In limited situations, metal porch elements may be part of the historic design of a building.



Historic porch floors should be maintained, repaired, and replaced in-kind if necessary. Wooden porch floors should not be replaced with masonry. Porch steps should be maintained, repaired, and replaced in-kind if necessary. Precast concrete, concrete block, and metal stairs are not appropriate replacements.

The construction of porch balustrades and handrails are discouraged if they did not historically exist on the building, unless required for safety or access reasons.

No porches should be constructed on the front façade that did not historically exist. Side and rear decks or porches are permitted if they are not readily visible from the street. Roof decks are not appropriate.

## Roofs

Historic roof shapes should be preserved. Roof replacement, repair or additions should not result in any change to the visible historic roof shape.

Historic roofing material should be maintained, repaired, and replaced in-kind.

Asphalt shingle roofs may be replaced as necessary. Rolled asphalt roofing is not appropriate and should be replaced with asphalt shingles.

Metal roofs may be used to replace asphalt shingle roofs, if appropriate to the house type and/or style. Craftsman bungalows, English Vernacular Revival cottages, and American Small Houses should not be covered with metal roofs.



An example of a poor replacement of slate shingles that is not “in-kind” with the original shingles. All shingles should be the same shape in this example.

Skylights, solar panels, roof decks, balconies, vents, and new dormers should not be placed on any readily visible roof elevation.

Decorative features, such as finials or balustrades, should be maintained and repaired.

### Chimneys

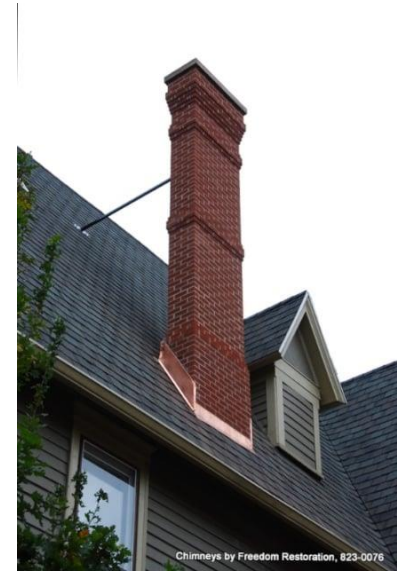
Historic chimneys should be retained and maintained.

Historic chimneys should not be removed below the roof line.

Decorative features, such as corbelled brickwork, should be retained and maintained.

Repair and repointing of historic masonry should use a compatible mortar with a low content of Portland Cement in order to not damage softer historic masonry.

Chimney caps should not damage or cover historic features and should have a compatible design.



### Windows

Historic windows and their surrounding features should be retained and repaired as needed.



Damaged or deteriorated windows should be repaired rather than replaced.

Repair work should match the historic features in design, size, dimension, scale, material and location.

Tinted, mirrored, or plastic glass is not appropriate for historic buildings.

Installing or replacing weather-stripping is the recommended treatment to prevent air infiltration through windows.

The addition of storm windows can be used to seal wood windows and improve thermal efficiency. Storm windows provide superior energy efficiency, often surpassing new windows.

### **Entrances and Doors**

Historic doors and their surrounding features should be retained and repaired as needed.

Damaged or deteriorated features should be replaced in-kind.

If a replacement door or surrounding feature is required, the new door or surround should relate to the historic character and style of the house and should use a complementary design.

Decorative features should be maintained and replaced in-kind.

Glazing for the historic door, transoms, sidelights, or other features should be replaced in-kind.

Tinted, mirrored, or plastic glazing is not appropriate for historic buildings.

Historic door hardware is a significant feature that should be preserved.

### **Window and Door Accessories**

Installing or replacing weather-stripping is the recommended treatment to prevent air infiltration through windows.

Storm or screen windows should be framed in wood, baked enamel, or anodized aluminum. Raw aluminum is not appropriate for historic windows.



Entrance doors should be made of wood, and relate to the historic character and style of the house using a complementary design.

Storm or screen windows should either be full view or correlate with the meeting rail of the historic window.

The addition of storm windows can be used to seal wood windows and improve thermal efficiency. Storm windows provide superior energy efficiency, often surpassing new windows.

Avoid the use of metal bars over windows if possible.

Shutters should not be applied to any building that would not have had shutters in the past.

New shutters should be sized appropriately so that they would be able to cover the windows.

### Doors



Screen or storm doors should be framed in wood, baked enamel, or anodized aluminum. Framing should be painted to match the door on which it is placed.

Full-view storm doors are the most appropriate for historic buildings. Screen doors are historic features, and a wider variety of styles are compatible.

The use of metal security doors is not recommended.

### Awnings



Awnings are sometimes used within the historic district to protect entrances from rain or to shade windows.

Awnings should be canvas, vinyl-coated canvas or acrylic. Metal awnings may be appropriate on some residential buildings, dating from the mid-20th century.

An awning should fit the opening that it is covering. Shed or arched awnings are appropriate for the historic district

### Handicap Ramps



Ramps and any other equipment required for handicap accessibility should be placed at a side or rear entrance. If impossible, care must be taken to ensure that the character of the historic building is maintained.

Ramps or other equipment should be constructed of compatible materials, generally wood, that blend with the existing character of the building.

Landscaping can be used to conceal or minimize handicap ramps.

### Exterior Stairs



Exterior stairs, sometimes required for access or safety in adaptively reused buildings, should be located to a rear or a side entrance that is not readily visible.

Exterior stairs should be constructed of a compatible material, generally wood, that blends with the existing character of the building.

Prefabricated metal stairs are not appropriate for the Villa Rica Historic District.

## Residential Additions

Additions to historic residential buildings often become necessary to accommodate modern uses, contemporary interior aesthetics, and growing families. However, additions can be constructed to complement the existing historic building, rather than damage its historic character.

### Additions

The design of an addition should minimize the loss of historic materials and architectural elements from the existing building.

Additions should not alter the historic character of the existing building.

Additions should be placed to the rear of a building.

The size and scale of an addition should be smaller than the existing building and should not obscure or overshadow the existing building or any of its significant features.

Additions on front elevations, visible secondary elevations or roof tops are not appropriate for historic buildings.

Additions should not alter the orientation of the existing building.

Additions should be compatible to the existing building in design and materials, yet contemporary. Additions should be representative of their period of construction and not a copy of the existing building.

Additions should be constructed of compatible materials. Fiber cement siding (i.e. Hardieboard) of a similar size, shape, and reveal as the existing wood siding is permitted for additions to a wood-sided building within Subarea II. Vinyl or aluminum siding is not appropriate. 6-inch fiber cement siding is usually more appropriate than 8-inch siding.

Garages should not be attached to historic buildings.



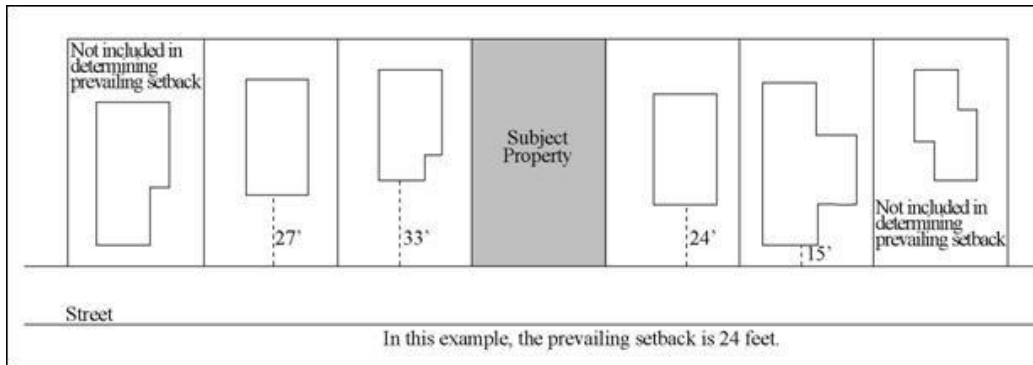
Additions should blend with the general design of the house and use the same façade materials.

## Residential New Construction

New construction within the Villa Rica Historic Districts can contribute to the vitality of the area, but the design of new residential buildings must be sensitive to the historic fabric of the existing neighborhood to preserve the character and heritage of the Villa Rica Historic Districts.

### Placement

New construction should have a setback that is consistent with the setback of other contributing residential buildings on the same block or within 600' of the subject lot. The prevailing setback should be calculated by adding together the setback



New construction should follow the pattern of buildings along the same block by maintaining the rhythm of buildings and side yards.

New construction should have a floor-to-ceiling height that is compatible with other residential buildings on the same block.

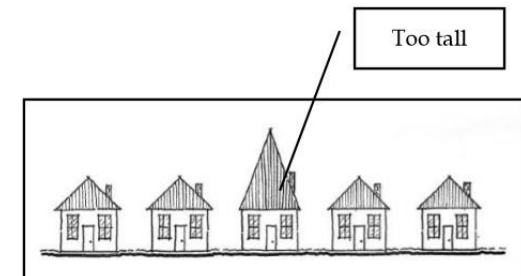
New construction should have a raised foundation that is compatible with other foundation heights along the same block. Foundation heights should be at least one foot above grade. No building should be constructed at grade. No foundation should extend outside of the exterior wall.

The main entrance of the new building should be oriented to the street façade.

### Scale

New construction should have proportions that are compatible with other contributing buildings on the same block.

New construction should be no less tall than the shortest contributing building on the same block, and building height should not exceed the tallest contributing building on the same block by more than 5 feet.

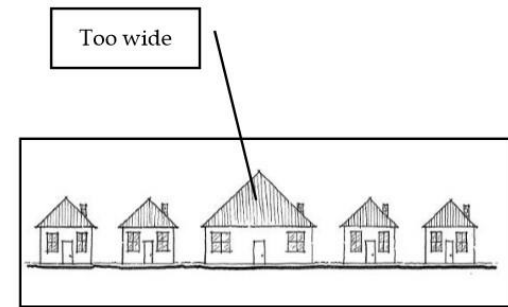


New construction should not exceed the height of the tallest contributing building by more than 5 feet.

The width of a new building should be compatible with the width and proportions of other contributing buildings on the same block.

The proportions of a building should be appropriate to its design.

The ground floor area should be compatible with the ground floor area of contributing historic buildings on the same block.



The width of new construction should be compatible with the width of other contributing buildings on the same block.

### **Design**

Contributing buildings in the same neighborhood and block should be used as inspiration for the design of new construction. Creative compatibility, without historic reproduction, is encouraged.

The main entrance of the new building should be oriented to the street façade.



A porch should be included as part of the front elevation on most new construction. The porch should be appropriate to the design of the building.

Porches should have a depth of at least six feet.

A front porch is not required if the new construction derives its design inspiration from the English Vernacular Revival style or the American Small House.

An attached garage may not be included as a part of the design. Garages should be located within accessory buildings.

New construction should have a compatible roof form and slope to other contributing buildings on the same block.

The placement and rhythm of door and window openings should be compatible with contributing historic buildings on the same block. Window and door openings should not exceed the height to width ratio of nearby buildings by more than 10%.

Window and door designs should be compatible with contributing buildings on the same block.

## **Building Materials**

New construction should use materials compatible with the historic materials used on contributing buildings in the same area as the new construction.

Clapboard is often the most appropriate exterior material for new construction, but fiber cement siding (Hardieboard) is an acceptable alternative. Vinyl or aluminum siding is not appropriate.

Brick or stucco may be an appropriate exterior material if the new design is derived from a 20th century style, such as Spanish Colonial Revival. The exterior material should correlate to the design of the new building.

New brick construction should be compatible with contributing historic buildings including factors such as mortar joint width and shape, brick size, color and texture.

New stucco construction should use a cement and lime-based mix. Synthetic stucco is not appropriate for the historic district.

New foundations of concrete or concrete block should be faced with brick or covered with paint or stucco.



Porches should be constructed of wood and brick. Stucco, metal, or other materials are only acceptable if the design of the new building is inspired by mid20th century resources and if the location of the new building is compatible with these materials.

Roofs should be constructed of asphalt shingles, clay tile, or metal.

Windows should not have flush or pop-in muntins. New windows should have muntins that create a textured plane similar to historic divided lights. Wood sash windows are most appropriate within the Villa Rica Historic District.



Section VIII:  
Relocation &  
Demolition

## Relocation and Demolition

Moving a historic building to another location is seldom the most desirable form of preservation. Many of a building's historic associations come from its physical setting and its relationship to other nearby buildings. Relocation severs those relationships and preserves only the form of a building. More drastic yet, demolition represents the irrevocable loss of a structure. Preservation of a building in its existing location is preferable to its relocation. When relocation is unavoidable, the building, as well as adjacent buildings, must be stabilized to protect important architectural and structural features.

Relocation and demolition both have important implications for adjacent building and landscape areas. Consequently, relocation – or finally, demolition and salvage – should be considered only as a last resort when preserving and rehabilitating a building in its original location and setting are not possible. The impact of demolition can be lessened by documenting a building's appearance and salvaging historic materials.

### General

Make every effort to preserve rather than demolish a historic building. Thoroughly evaluate all rehabilitation and use alternatives, including moving. Undertaking salvage operations prior to demolition can save important decorative features and building materials that may be useful in other rehabilitation projects.

Undertake thorough documentation of a building prior to its relocation or demolition, including:

- Professional photographic documentation of its present appearance,
- Dimensions of the overall building and its major features, and
- Relationship of the building to its site and adjacent buildings.

Submit a copy of all documentation to the Villa Rica Historic Preservation Commission (HPC) for archival purposes.

### Relocation

Hire a licensed professional building moving contractor experienced in moving historic structures to undertake the relocation of a historic building.

Select a setting for a relocated building that is compatible with its character, even if the new site is not included in a historic district.

Comply with relevant guidelines governing the siting and design of infill construction when relocating a historic building to another site within the district.



Historic structures should be moved intact with care by licensed professionals.

Plan the relocation route carefully to:

- Avoid narrow, winding, or steeply inclined roads,
- Comply with height, weight, or size limitations, and
- Identify overhead utilities that might pose clearance problems.

Move buildings intact whenever possible. If the structural condition of the building or conditions of the relocation route preclude moving a building as a single unit, then partial disassembly into the largest workable components is preferable to total disassembly.

Protect buildings or building components from damage during the actual move. This may involve, for example, the boarding up of doors and windows or the provision of additional bracing to prevent racking.

Contact the Villa Rica Community Development Department or Georgia Historic Preservation Department for assistance when considering the relocation of a building that is listed in the Georgia Landmarks Register and/or the National Register to determine how to ensure that the building remains listed during and after its move.

The HPC must recognize the following items when reviewing a request for demolition:

- That the purpose and necessity of the demolition are in accordance with the district,
- That loss of the structure will not be adverse to the district or the public interest by virtue of its uniqueness or its significance,
- That demolition will not have an adverse effect on the character and surrounding environment of the district, and
- Where a development plan for a new use of the site is proposed and submitted, the board shall review the proposed development conforming to the regulations of the district.

Save important features of a historic building slated for demolition when efforts to relocate it fail. Important items to save may include:

- Windows, doors, and trim,
- Mantels and stairways,
- Columns, baseboards, and cornices,
- Paneling and decorative wall or ceiling finishes,
- Other decorative interior and exterior wood and metalwork, such as metal ceilings,
- Hardware and light fixtures,
- Flooring,
- Heavy timbers, and
- Bricks, stone, and other masonry elements.

Use salvaged elements for repair, maintenance, and rehabilitation projects involving similar buildings within the historic district whenever possible.



Agenda Item: \_\_\_\_\_

# CITY OF VILLA RICA

## City Council Meeting Agenda Item Cover Sheet

**SUBJECT:** 2019 Main Street Advisory Board Appointment  
**AGENDA DATE:** 7/9/2019

**DATE PREPARED:** 6/26/2019  
**PREPARED BY:** Janet Chumley

**AMOUNT:** N/A  
**GL ACCOUNT #:** N/A  
**FUNDING SOURCE:** None  
**BUDGETED ITEM?** NA

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**PURPOSE:** The seven-member Main Street Advisory Board is appointed by the City Council and works to promote and create a thriving central business district in Downtown Villa Rica and along primary entrance corridors into the central downtown business district. Term: 2 years | Members: 7

**BACKGROUND:** The Main Street Advisory Board currently has one open board position since the resignation of Matthew Momtahan in March of 2019 as he was elected to City Council. The open position was posted on social media and the city website and four applications were received and reviewed by the Main Street Advisory Board. In the monthly June Board meeting the Main Street Advisory Board voted to appoint local business owner, Bradford Hegler (Bradford Hegler State Farm) to fill the open position. His term would be 7/9/2019 until 12/31/2020.

**STAFF RECOMMENDATION:** Staff recommends based upon the Main Street Advisory Board vote to appoint Bradford Hegler to serve on the Main Street Advisory Board 7/9/2019 until 12/31/2020 filling the vacated position of Matthew Momtahan.

**IMPACT:** The Main Street Advisory Board will be at full capacity.

**MOTION:** I make a motion to appoint Bradford Hegler to serve on the Main Street Advisory Board 7/9/2019 until 12/31/2020 filling the vacated position of Matthew Momtahan.



**City of Villa Rica**  
**571 W. Bankhead Highway**  
**Villa Rica, GA 30180**



**APPLICATION FOR BOARD OR COMMISSION  
APPOINTMENT**

Citizens provide a great insight and knowledge to City government. An avenue that the City of Villa Rica uses to get this insight is through the various Boards and Commissions of the City of Villa Rica. The members of the Boards and Commissions make decisions and help recommend and review policies for the City of Villa Rica and its Mayor and Council. This questionnaire will assist the Mayor and Council in the review process and in determining applicant eligibility requirements and qualifications for Board or Commission membership.

Questions to consider before applying for membership on a Board or Commission:

- Do I fully understand what this Board or Commission expects from me?
- Am I committed to the goals and mission of this Board or Commission?
- Can I afford the demands on my time, resources and energy?
- Will I attend meetings regularly, making them a priority for the duration of my appointment?
- Am I willing to perform a reasonable amount of work outside of regularly scheduled Board or Commission meetings and prepare for each meeting?
- Can I work effectively with the other members of the Board or Commission?
- Am I willing to participate in necessary Board or Commission training, education and development activities that will improve my effectiveness in my position?

**APPLICANT INFORMATION**

Applicant Name: Bradford Hegler

Occupation: Insurance Agent Employer: Bradford Hegler State Farm

Home Address: 2486 S Carroll Ct City: Villa Rica Zip: 30180

Home Phone: ( ) Home E-Mail: bradford.hegler@gmail.com

Work Phone: (770) 456-4000 Work E-Mail: bradford@myagentbradford.com

Cell Phone: (770) 570-9420 Preferred E-Mail: ☐ Home ☒ Work

Name and address of the business entity you own, located within the city limits of Villa Rica (if applicable) \_\_\_\_\_

Bradford Hegler State Farm 150 Stone St Suite D Villa Rica, Ga 30180

- a) Which Board(s) or Commission(s) do you wish to be appointed to? Mainstreet Board
- b) How long have you been a resident of the City of Villa Rica? 3 Years 5 Months
- c) Are you current with all of your financial obligations to the City? ☒ Yes ☐ No
- d) Are you willing and available to attend training sessions on-site and/or off-site if provided by the City? ☒ Yes ☐ No
- e) Available Boards and Commissions and their terms and meeting schedules are listed at the end of this application. Are you able to meet the attendance requirements of the position for which you are applying? ☒ Yes ☐ No
- f) Do you know of any circumstances that would result in you having to abstain from voting on any action before the Board or Commission? ☐ Yes ☒ No If yes, please explain:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- g) Do you or your employer, or your spouse, child, relative or their employers, do business with the City of Villa Rica ☐ Yes ☒ No If yes, please explain:
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- h) Do you have any employment or contractual relationship with the City of Villa Rica that would create a continuing or frequently recurring conflict with regard to your participation on a Board or Commission? ☐ Yes ☒ No If yes, please explain:
- \_\_\_\_\_
- \_\_\_\_\_

- i) Please briefly explain your reasons for wishing to serve on the Board or Commission you select:

As a business owner in the downtown district, I believe that creating a downtown atmosphere that would  
bring community member into town would grow local businesses and the community as a whole  
and having likeminded commuinty leaders together we could grow VR in the way we need to grow.

- j) Are you willing to be considered for appointment to any of the other Boards or Commissions of the City if a position is not available on the Board or Commission of your first choice? ☐ Yes ☐ No If yes, please list the Boards or Commissions for which you would like to be considered (in order of interest):

I am open to discussion on other oportunities

### APPLICANT STATEMENT

I understand that I am applying for appointment to a Board or Commission and that the appointing authority may require an interview prior to consideration for appointment; that I will be required to take an oath of office to uphold the City's charter and ordinances; that I may be removed from office for any reason permitted by law or City charter; and that my application will remain on file for consideration for a period of six months, after which time, I will need to file a new application. I agree to comply at all times with all requirements of the office for which I am applying and to which I may be appointed. All statements and information provided in this application are true to the best of my knowledge.

  
Signature

BRADFORD HEGLER  
Printed Name

5/14/19  
Date

**Please return signed application to:** Alisa Doyal, City Clerk  
City of Villa Rica  
571 W. Bankhead Hwy  
Villa Rica, GA 30180

Fax: 770-459-7003  
Email: [adoyal@villarica.org](mailto:adoyal@villarica.org)

**Questions? Contact the City Clerk at 678-840-1212**

**BOARD AND COMMISSION INFORMATION**

**Board of Appeals (BOA):** The BOA is a quasi-judicial body that provides the public with a final administrative review process for appeals relating to a wide range of City determinations. The Board strives to provide an efficient, fair and expeditious public hearing and decision-making process before an impartial panel as a last step in the City's permit issuance process. The Board hears and decides appeals involving the granting, denial, suspension, or revocation of permits, licenses, and other use entitlements by various City commissions and departments. The granting or denial of variances and other determinations by the P&Z Commission. Term: 3 years | Members: 5

**Downtown Development Authority (DDA):** The DDA's mission is to oversee the revitalization and redevelopment of the central business district and to develop and promote for the public good and general welfare, trade, commerce, industry and employment opportunities. Members must either own a business or have an economic interest in the downtown. A member of the City Council is permitted to serve on the DDA. Term: 4 years | Members: 7

**Historic Preservation Commission (HPC):** This six-member commission is appointed by the City Council and administers the historic regulations in the City of Villa Rica. Commissioners review requests for retaining wall grants, revolving loan applications, building permit applications and demolition permit requests. Term: 3 years | Members: 6

**Housing Authority Board (HAB):** The function and responsibility of the HAB is to plan, develop, and administer a public housing program for the City of Villa Rica. Members are appointed by the Mayor for indefinite terms.

**Library Advisory Board (LAB):** Acts in an advisory capacity to the branch manager of the Villa Rica Public Library. Members work with the Branch Manager to establish operational policies for the library for approval by the City Council and West Georgia Regional Library System, assist the Branch Manager with the annual budget request to the City Council, adopts bylaws and regulations for internal operations, makes recommendations through the City Manager to the Mayor and City Council concerning the library, solicits donations of money and/or property for the benefit of the library, and represents the library to the community. The City Manager, Branch Manager and WGRL Director serve as nonvoting members. Term: 3 years | Members: 7

**Main Street Advisory Board (MSAB):** This seven-member Board commission is appointed by the City Council and works to promote and create a thriving central business district in Downtown Villa Rica and along primary entrance corridors into the central downtown business district. Term: 2 years | Members: 7

**Planning & Zoning Commission (P&Z):** The P&Z advises the City Council in decisions pertaining to amendments to the Comprehensive Plan, the Zoning Ordinance and applications for development. The Commission is charged with developing and maintaining the Comprehensive Plan and submitting the plan and its elements to the City Council. The Commission also reviews and makes recommendations regarding changes to the Comprehensive Plan land use map. The Commission hears, reviews and makes recommendations regarding all applications for subdivision site plans, specific plans and phased and conditional use permit applications. Term: 1 year | Members: 5

**Recreation Advisory Commission (RAC):** The purpose of the RAC is to make recommendations to the City Council regarding parks and recreation plans, policies, programs and projects. Term: 3 years | Members: 7

**Villa Rica Cemetery Committee:** Functions include making recommendations to the City Manager on all aspects of the management and operations of the city's cemeteries. Term: 3 years | Members: 6

**Villa Rica Development Authority (VRDA):** The VRDA exists to provide bond financing for community and economic development projects with a goal of increasing job opportunities within the community, supporting education and health care, and providing housing for underserved communities, all of which benefit the residents of the city of Villa Rica and the state of Georgia. Term: 4 years | Members: 7

## **PROCEDURES FOR BOARD OR COMMISSION APPOINTMENT**

- 1) Approximately four weeks before the end of a Board or Commission term, the City Clerk will notify the Mayor and City Council and the members of the Board or Committee affected of the positions and citizens whose terms will be expiring.
- 2) The City Clerk will cause this information to be posted via the City's website, electronic newsletter or other means to inform the residents in the city. This notice will also include qualifications (if any) to serve. The Mayor and City Council will set the timeframe for the acceptance of applicants.
- 3) Applications may be sent to the City Clerk. The Mayor and City Council may interview candidates at its discretion. The Mayor and City Council retains all responsibilities and rights to select candidates, nominate and confirm appointments as required by the City Charter and Code of Ordinances.
- 4) After any appointment, the new Board or Commission member, as well as the other members of that Board or Commission will receive a letter notifying them of their appointment and be scheduled to be administered an Oath of Office.

**Please return signed application to:** Alisa Doyal, City Clerk  
City of Villa Rica  
571 W. Bankhead Hwy  
Villa Rica, GA 30180

Fax: 770-459-7003  
Email: [adoyal@villarica.org](mailto:adoyal@villarica.org)

**Questions? Contact the City Clerk at 678-840-1212**



Agenda Item: \_\_\_\_\_

# CITY OF VILLA RICA

## City Council Meeting Agenda Item Cover Sheet

**SUBJECT:** F-350 Up Fit with Flat Bed and Crane  
**AGENDA DATE:** July 9<sup>th</sup>, 2019

**DATE PREPARED:** June 26<sup>th</sup>, 2019  
**PREPARED BY:** Dean Zeigler

**AMOUNT:** \$19,300  
**GL ACCOUNT #:** 505-4330-542500  
**FUNDING SOURCE:** Water & Sewer  
**BUDGETED ITEM?** Yes

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**PURPOSE:** Have a flatbed and crane installed on our existing Ford F-350 using the savings from the original budgeted amount of \$90,000 for the F-550. The savings of \$22,416 will be used to outfit the F-350 with a crane and body.

**BACKGROUND:** The layout of the City's Lift Stations is such that many are difficult to access with large equipment. A smaller truck with 4-wheel drive outfitted with a crane would be greatly beneficial to our staff for quicker response times to emergencies and a more efficient maintenance routine. Having both trucks outfitted with cranes to cover the diversity of our system we will be able to split up task and operate more efficiently. Given that the original budgeted amount would not cover a new chassis and crane we discovered we could do both for the allotted amount. For the same money we could have two crane trucks to better serve the community.

**STAFF RECOMMENDATION:** To install an Electric Crane on our Ford F-350 to allow maintenance staff better access to the lift stations that are hard to access and allow for multiple crews to be pulling pumps and servicing them.

**IMPACT:** Continued difficulty accessing some of the City's Lift Stations. There will also be a loss of efficiency only having one crane truck.

**MOTION:** I make a motion to have Cherokee Truck Equipment up fit the Wastewater Departments F-350 with a flatbed and crane for the amount of \$19,300.

**WEST GEORGIA MOBILE HYDRAULICS, INC.**

**98 EDGE ROAD**

**P.O. BOX 266**

**VILLA RICA, GEORGIA 30180**

**770-459-2998 FAX 770-459-2956**

[tonywgmh@bellsouth.net](mailto:tonywgmh@bellsouth.net)

**CITY OF VILLA RICA**

**DEAN ZEIGLER**

**404-548-7000**

[dzeigler@villarica.org](mailto:dzeigler@villarica.org)

***ESTIMATE***

**ON CUSTOMERS F-350  
FALT BED WITH CRANE**

**1 – REMOVE OLD BED**

**1 – INSTALL NEW FALT BED 9' X 96", 3/16 TREAD PLATE FLOOR, OUTSIDE  
POCKETS W/ 3/8 X 2 RUB RAIL, PAINTED BLACK**

**1 – 42" X 96" HEAVY DUTY BULKHEAD W/ EXPANDED METAL WINDOW, PAINTED  
BLACK**

**1 – SET OF MANUAL OUTRIGGERS**

**1 – MAINTAINER CRANE EH3516ST W/ DEEP CYCLE BATTERY, BATTERY ISOLATER  
& DISCONNECT SWITCH**

**PRICE: \$29,235.00**

**PRICING DOES NOT INCLUDE ANY APPLICABLE SALES TAX OR FREIGHT.**

**THIS QUOTE IS GOOD FOR 30 DAYS AND DOES NOT INCLUDE ANY APPLICABLE  
SALES TAX OR FREIGHT.**

**PAYMENT IN FULL IS REQUIRED ON DELIVERY**

**IF YOU HAVE ANY QUESTIONS PLEASE FEEL FREE TO CONTACT US AT  
770-459-2998**

**HAVE A BLESSED DAY,  
SINCERELY,**

**TONY ASHLEY / SALES**



550 Discovery Place.  
Mableton, GA 30126  
Phone: (770) 819-9146  
Fax: (770)-819-9184

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June 5, 2019

Mr. Dean Zigler  
City of Villa Rica

We are pleased to offer, for your consideration, the following quote, with installation, and shipped direct to Mableton, GA.

Provide and install one (1) platform body with Auto Crane 3K crane on customer provided Ford F350 chassis with ca.

Includes;

Removal of customer's current body, customer is responsible for pick and disposal of body

New 9ft body built for crane

12 inch crossmembers, last two feet of body to be 6inch centers for crane support

18 inch crane pedestal

3/16 smooth floor

Outside rub rails and stake pockets

LED body lights

Painted black

Manual outriggers

Back up alarm

Battery isolator, to cut crane off when voltage low

Auto Crane 3203PR ECH-3 electric hydraulic crane

Rear spring add and level (not a helper spring)

**Total, FOB Mableton, GA**

**Total \$19,300.00**

Thank you for allowing Cherokee Truck Equipment to quote you on this equipment. If I can be of any assistance, please don't hesitate to call.

Sincerely,

Eric Eubanks  
Territory Sales Manager North GA  
Cherokee Truck Equipment LLC  
Eric.eubanks@cherokeetruck.com  
770-819-9146 (O)  
404-710-0344# (C)

This quote is good for 30 days from the above stated date. There has been no applicable taxes applied to this quote. All orders are COD without an approved Cherokee Truck Equipment billing account. All credit and debit card payments are subject to additional processing fees incurred by Cherokee Truck Equipment, up to 3% of total amount due.

## Terms and Conditions of Sale

1. Orders. All customer ("Customer") orders are subject to acceptance or rejection by Cherokee Truck Equipment, LLC (Cherokee). No orders may be changed in any manner, without the prior written consent of Cherokee.
2. Cancellation. After acceptance, orders may not be cancelled without Cherokee's written consent, terms that will compensate Cherokee fully for any loss or damage sustained by Cherokee, or third party providers, as a result of such cancellation.
3. Performance. Customer acknowledges that Cherokee cannot be responsible for production delays of the chassis manufacturer, body manufacturer, equipment manufacturer or any other third party provider of materials, parts, suppliers or services, which are not under Cherokee's direction or control. Therefore, Customer agrees that Cherokee will not be liable for damages of any kind resulting from performance or delivery delays occasioned by or attributable to such third parties. In addition, Cherokee will not be liable for damages of any kind arising from failure to complete performance of this agreement in accordance with its terms (including delivery date) if such failure is due to wars, strikes, floods, fires, accidents, delays in transportation or other acts of force majeure, or other causes beyond Cherokee's reasonable control.
4. Prices. Cherokee bases its contract price upon the prices quoted by Cherokee's suppliers and manufacturers. All orders are subject to a pass-through to Customer of any price increase imposed on Cherokee by Cherokee's manufacturers or suppliers.
5. Payment. Payment is due, in full, upon delivery of vehicle and/or equipment, unless alternate arrangements have been made and documented, in writing, by Cherokee. All orders paid for with credit / debit card are subject to credit card processing fees of 3% of total order amount. If for any reason Customer defaults in any payment owed to Cherokee, Customer agrees to be responsible for all costs incurred by Cherokee in collecting any outstanding accounts, including but not limited to, collection agency fees, filing fees, court costs, expenses and reasonable attorney fees. In addition, any invoice not paid in full within thirty (30) days from invoice date shall bear interest at the rate of 1½ % per month (18% per annum), or the maximum allowed by law, whichever is less.
6. Mounting Prices. It is the Customers responsibility to provide Cherokee a chassis that meets the specifications published by Cherokee's suppliers. Mounting prices assume normal factory installation on a truck chassis suitable for the unit purchased. Relocation of batteries, gas tanks, mufflers, air tanks, etc. will be an additional charge to be billed at the standard supplier factory labor rate.
7. No Express Warranty/Disclaimer of Implied Warranties. Cherokee makes no warranty with respect to products or component parts manufactured by others and supplied to Cherokee by such third parties. The only warranties offered with respect to such products or parts, if any, are those offered by the manufacturer of such products or parts. In addition, CHEROKEE DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, ANY WARRANTY OR MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE. Cherokee further disclaims any liability for loss of product, profits, time or any other direct or indirect or consequential losses, damages (including property damages, personal injuries or death) or any damages resulting from delay in performance. No employee or representative of Cherokee is authorized to change this warranty disclaimer or in any way to grant any warranty on behalf of Cherokee.
8. Effective January 1, 2019 all customers will be charged drive time and mileage on all warranty road calls. Drive time is \$50 an hour, round trip, per technician and mileage is \$1.50 a mile round trip. Diagnostic labor will be evaluated at that time as to whether the customer or the warranty vendor will be charged. A credit card or PO will be required for all on-site warranty diagnostics and repair.
9. Choice of Law and Venue. These terms and conditions shall be governed by and construed in accordance with the laws of the State of Tennessee. Any claim against Cherokee arising from or related to these Terms and Conditions, or the underlying sale to which these Terms and Conditions apply, must be filed and adjudicated in a court of competent jurisdiction in Hamilton County, Tennessee, or the United States District Court for the Eastern District of Tennessee.
10. Amendment. Cherokee may rescind, amend, modify or otherwise alter these Terms and Conditions in Cherokee's sole discretion. The applicable terms and conditions of any sale by Cherokee shall be those attached to and made part of Cherokee's Order Acknowledgement, Invoice, or Delivery Receipt with respect to such sale.
11. Entire Agreement. The Order Acknowledgement, Invoice or Delivery Receipt to which these terms and conditions are attached, together with these Terms and Conditions, contain the complete and final agreement between the parties hereto with respect to the sale and purchase transaction embodied herein, and no Customer-supplied purchase order terms, verbal agreements or other agreement, in any way modifying any of these Terms and Conditions, will be binding on Cherokee unless agreed to in writing by an authorized representative of Cherokee.

Accepted By: \_\_\_\_\_ (signature)

Company: \_\_\_\_\_

Name: \_\_\_\_\_ (Printed)

Date: \_\_\_\_\_