City of Snellville
Planning Commission

PLANNING COMMISSION REPORT
October 22, 2019

#ZOA 19-05

Amendment to Article XII, Signs of the 2001 Snellville Zoning Ordinance is to allow certain existing legal non-conforming freestanding "billboard" signs to be converted to an electronic message board (EMB) sign type and to provide for regulations for these sign types.

The Planning Commission held a duly advertised public hearing on the proposed amendment at the October 22, 2019 Regular Meeting of the City of Snellville Planning Commission. For the purposes of promoting health, safety, morals, convenience, order, prosperity, aesthetics, or the general welfare of the City of Snellville, by a unanimous vote of 4-0, the Planning Commission recommended to **Approve** the proposed amendment, attached hereto as Exhibit "A" and incorporated herein by reference.

EXHIBIT "A"

ARTICLE XII

SIGNS

SECTION 12.1 PURPOSE AND INTENT: The Mayor & Council of the City of Snellville recognize that signage is an important medium through which individuals may communicate commercial and non-commercial messages. However, if left completely unregulated signage can become a threat to public safety in the form of traffic hazards, a source of confusion for the intended reader, and a detriment to the aesthetic character of the city.

It is hereby declared that the aesthetic and safety interests of the City of Snellville are reasonably promoted by the provisions of this article. Accordingly, it is the intent and purpose of this article to:

a. Balance the rights of individuals to convey their messages through signs and the right of the public to protected against unrestricted proliferation of signs;
b. Further the objectives of the City's Comprehensive Plan which is expressly incorporated herein;
c. Protect the public health, welfare and safety of our citizens and others who may visit the city;
d. Reduce traffic and pedestrian hazards;
e. Promote the aesthetic qualities of the city;
f. Promote economic development of the city; and
g. Ensure the fair and consistent enforcement of the sign regulations.

Notwithstanding any other restrictions in this article, signs authorized under this article can contain commercial or non-commercial messages

While developing this article, the Mayor and Council, Planning Commission, and staff considered and reviewed numerous studies that considered the relationship between advertising signage, public perception, and traffic issues. Among the items reviewed were:

a. US Small Business Administration, "Signage for Your Business";
b. Urban Design Associates, "An evidence Based Model Sign Code";
c. ISA, "Electronic Message Display Brightness Guide"; and
d. Daktronics, "Digital Display Sign Code Information".

SECTION 12.2 DEFINITIONS. Certain words and terms used herein are defined and interpreted as follows:

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AIR AND GAS FILLED DEVICE: Any sign using, either wholly or in part, forced air or other gas as a means of supporting its structure.

ATTENTION GETTING DEVICE: Any pennant, valance, propeller, spinner, ribbon, streamer, costumed character, sign spinner, balloon, or search light, LED light, neon light (where the light source is visible from the public right-of-way) or similar device or ornamentation designed for or having the effect of attracting the attention of potential customers or the general public.

AWNING, RETRACTABLE: A roof like cover that is temporary or portable in nature and that projects from the wall of a building for the purpose of shielding a doorway or window from the elements and is periodically retracted into the face of the building

AWNING FIXED: An awning that is constructed with a rigid frame that cannot be retracted folded or collapsed.

BANNER: A sign with or without characters, letters, illustrations, or ornamentations applied to cloth, paper, flexible plastic, or fabric of any kind with only such material for backing.

BANNER, ARM POLE: A banner attached to one or two arms mounted perpendicular to a vertical pole.

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

BENCH SIGN: A sign located on any part of the surface of bench or seat placed on or adjacent to a public right-of-way.

BUILDING ELEVATION: The area of the face of a building including parapet articulation (height x width).

BUILDING WRAP: A graphic applied to vinyl, durable mesh or cloth and applied to the exterior surface of a building consisting of images, words, or other graphic embellishments designed to attract attention to the building.

CANOPY: A roof-like structure supported by columns or cantilevered supports projecting from a building and open on at least three sides. A canopy may also be detached from the building as a free standing structure.

CHANNEL LETTER CONSTRUCTION: Individually illuminated letters and graphics composed of extruded metal structures with plastic faces and internal neon or L.E.D.

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illumination. Letters and graphics shall be individually mounted to the wall surface or mounted on a raceway.

CHANNEL LETTER CONSTRUCTION, OPEN FACE: Channel letter construction with clear plastic face or no face.

CHANNEL LETTER CONSTRUCTION, REVERSE: Channel letter construction with clear plastic backing that create a halo-lit effect.

CURLIE SPINNER: See "Spinsock"

FLAG: Any fabric, banner, or bunting which has the width to length proportions of 10:19 which is typical with flags of the US, states, cities, counties and other organizations.

FLAG, BANNER: See "Flag, Feather"

FLAG, BOW: See "Flag, Feather"

FLAG, FEATHER: A sign with or without characters, letters, illustrations, or ornamentations applied to cloth, paper, flexible plastic, or fabric of any kind with only such material for backing. Feather flags are generally a single sign attached to a support post. The Feather flag typically has a dimensional ratio of 4 high to 1 wide.

FLAG, TEAR DROP: See "Flag, Feather"

FLAG, WINDFEATHER: See "Flag, Feather"

FOOT CANDLE: A unit of measure of the intensity of light falling on a surface, equal to one lumen per square foot and originally defined with reference to a standardized candle burning at one foot from a given surface.

HULA WIGGLER: Colored strips sewn side-by-side and usually attached to a strand or string of nylon.

MURAL: A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. A particularly distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture.

PENNANT: Small narrow triangular or other shaped flags usually attached to a strand or string of nylon.

RIGHT-OF-WAY, PUBLIC: A strip of land acquired by reservation, dedication, forced

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dedication, prescription, or condemnation and intended to be occupied by a road, sidewalk, cross walk, railroad, electric transmission lines, oil or gas pipeline, water line, sanitary or storm sewer, and other similar uses; right of way is not generally part of adjacent parcels and usually coincides with adjacent parcel property lines.

ROAD FRONTAGE: The distance, measured in a straight line, from the two furthest property corners located on the same public right-of-way, excluding out lots.

SIGN: Any structure, display, or device that is used to advertise, identify, direct, or attract attention to a business, institution, organization, person, idea, product, service, event, or location by any means, including words, letters, figures, design characteristics, symbols, logos, fixtures, movement, or illumination.

SIGN, ABANDONED: Any sign that no longer serves the functional purpose for which it was originally erected due to physical deterioration.

SIGN, ANIMATED: A sign with action, motion, rotation or changing colors, excluding electronic message board signs and signs which indicate only time, temperature, or date or any combination thereof.

SIGN, AREA: The entire area within a continuous perimeter, enclosing the extreme limits of the sign structure, not to include the first 24" of the base height of a monument sign. Curved, spherical, or any other shaped sign face shall be computed on the basis of actual surface area. The copy of signs composed of individual letters, numerals, or other devices shall be the sum of the area of the smallest rectangle or other geometric figure encompassing each of said letter or device as well as spaces between each letter or device.

The calculation for a double-faced sign shall be the area of one face only where the sign faces are parallel or where the interior angle formed by the faces is 60 degrees or less. The area of the larger side shall be computed in cases in which the two sides do not coincide. For a multiple sided sign is, the sign area of all sides shall not exceed twice the maximum permitted sign area.

SIGN, AWNING: A sign painted, stamped, perforated, or stitched, or otherwise applied on the valance of an awning.

SIGN, CANOPY: A sign affixed to, superimposed upon, or painted on any roof-like structure, which extends over a sidewalk or walkway or vehicle access area.

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

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SIGN, DOOR: A sign that is applied or attached to the exterior or interior of a door or located in such manner within a building that it can be seen from the exterior of the structure through a door.

SIGN, ELECTRONIC MESSAGE BOARD: Any sign that uses changing lights or colors to form a sign message or messages wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes.

SIGN, ENTRANCE: A permanent sign located at a public street or private driveway entrance to a platted residential subdivision/development, multi-family development, non-residential office park or industrial park, or office-condominium development which identifies said development or subdivision.

SIGN, FLASHING: A sign, the illumination of which is not kept constant in intensity at all times when in use, and which exhibits marked changes in lighting effects. Illuminated signs which indicate only the time, temperature, or date or any combination thereof shall not be considered as flashing signs.

SIGN, FREE STANDING: A permanent sign, which lacks a decorative base, supported by one or more upright poles, columns, or braces placed in or on the ground and not attached to any building or structure.

SIGN, GRANDFATHERED: See "Sign, Nonconforming"

SIGN, HEIGHT: The distance in vertical feet from the elevation of the adjacent dedicated public street, edge of pavement, to the highest point of the sign structure. For property with an elevation higher than the adjacent public street, the height shall be measured from ground level at base of sign to the highest point of the sign structure. The ground shall not be altered for the sole purpose of providing additional sign height.

SIGN, ILLUMINATED: A sign illuminated in any manner by an artificial light source.

SIGN, MATERIAL: Signs may be constructed from any of the following materials either singly or in combination. See Appendix "A" (Sign Examples) for approved examples and further explanation of allowable signage.

1. Natural Routed Wood
2. Stone
3. Masonry
4. L.E.D.
5. Hybrid Routed Wood Product
6. Cut or Formed Metal
7. Plastics

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8. High Density Urethane Foam
9. Acrylics
10. Polycarbonates

SIGN, MOBILE: A sign which is attached to, mounted on, pasted on, painted or drawn on any vehicle, whether motorized or drawn, which is placed, parked or maintained at one particular location.

SIGN, MENU BOARD: A free-standing sign oriented to the drive-thru lane for a restaurant that advertises the menu items available from the drive-thru window, and which has not more than twenty-percent of the total area for such a sign utilized for business identification.

SIGN, MONUMENT: A permanent ground sign designed so the base of the sign face is flush with the supporting base and the supporting base is flush with the ground. Sign shall include a solid, decorative base and may include a decorative frame. The base shall be at least as wide as the sign and/or frame upon it and a minimum of two (2) feet in height. Decorative base and frame materials include stone, brick, E.I.F.S. or stucco. No support posts shall be exposed. Electrical disconnect and/or meter base shall not be visible from the public right-of-way.

SIGN, PRE-MENU BOARD: A free-standing sign that is secondary to and located before a Menu Board Sign and oriented to the drive-thru lane for a restaurant that advertises the menu items available from the drive-thru window.

SIGN, PROJECTING: A sign that is wholly or partly dependent upon a building for support and which projects more than twelve-inches (12”) from such building.

SIGN, PORTABLE: Movable sign that is not attached to a structure or the ground and includes: A-boards, portable reader-boards and similar type signs.

SIGN, ROOF: A sign projecting over the coping of a flat roof, or over the ridge of a gable, hip or gambrel roof, and supported by or attached to said roof.

SIGN, SPINNER: Referring to a person carrying a sign that stands, walks or performs along the street. This definition also applies to costumed characters or street performers.

SIGN, SWINGING OR ROTATING: Any sign that is mounted such that the sign may freely move back and forth.

SIGN, TEMPORARY: Any sign or device that is not permanently attached to the ground or other permanent structure and/or is designed to remain in place for a

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limited time. This includes, but is not limited to, signs which are designed to be transported regularly from one location to another, signs placed into the ground on a temporary basis or nonpermanent foundation, signs utilized by sign spinners, or signs tethered to an existing structure.

SIGN, VEHICLE: A graphic applied to the exterior surface of a vehicle and designed to advertise, identify, direct, or attract attention to a business, institution, organization, person, idea, product, service, event, or location by any means, including words, letters, figures, design characteristics, symbols, logos, fixtures, colors, movement, or illumination.

SIGN, WALL: A sign fastened to the wall of a building in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than twelve-inches (12") from such building. The total signage on one side of a building shall constitute one (1) wall sign.

SIGN, WINDOW: A sign that is applied or attached to the exterior or interior of a window or located in such manner within a building that it can be seen from the exterior of the structure through a window.

SPINSOCK: A spinning Windsock.

TAIL FEATHER: See "Flag, Feather"

VEHICLE WRAP: See "Sign, Vehicle"

WIND CONE: See "Windsock"

WIND SLEEVE: See "Windsock"

WINDSOCK: A tapered, open-ended sleeve pivotally attached to a standard.

SECTION 12.3 SIGNS PROHIBITED.

A. The following types of signs are prohibited in all zoning districts of Snellville.
   1. Animated Sign;
   2. Flashing Sign;
   3. Roof Sign;
   4. Signs attached to any street sign or marker, traffic control sign or device, or attached to or painted on any pole, post, tree, rock, shrub, plant or other natural object or feature;
   5. Signs which contain flashing lights or are in imitation of an official traffic sign or construction sign;

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6. Any sign placed or erected on a property without the permission of the property owner;
7. Signs on public right-of-way except signs exempt under Section 12.5(3);
8. Mobile Sign;
9. Bench Sign;
10. Air and Gas Filled Device Sign;
11. Beacon Sign;
12. Open Face Channel Letter Construction;
13. Attention Getting Device (see Appendix "C" for examples);
14. Swinging or Rotating Sign except as provided in Section 12.5;
15. Free Standing Signs larger than six (6) square feet in sign area;
16. Signs over fifteen-feet (15') in height;
17. Building wraps as defined in Section 12.2, unless they receive a conditional use permit issued through the zoning process;
18. Murals as defined in Section 12.2, unless they receive a conditional use permit issued through the zoning process;
20. Spinsock;
21. Windsock; and
22. Signs attached to a retaining wall.

B. The City of Snellville shall be empowered to remove or cause to be removed at the owner's expense all prohibited signs.

C. See Appendix "B" for examples of signs prohibited under the ordinance.

SECTION 12.4 SIGNS PERMITTED.

A. Signs permitted and regulated within the residential zoning districts:

1. Temporary sign(s). The cumulative sign area of all temporary signs shall be no greater than thirty-two (32) square feet per property.

2. Monument signs no greater than thirty-two (32) square feet (excluding the monument base and supporting structure) at the entrance(s) to subdivisions.

3. Window signs.

4. Entrance sign(s). A maximum of two (2) permanent signs, per entrance, into any platted residential subdivision/development, or multi-family development is permitted. Such signs shall not be included in the calculation of aggregate sign area for any lot.

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Signs shall be constructed and containing at least eighty percent (80%) brick or brick veneer, but not simulated/faux brick or painted brick; natural stone or stone veneer, but not simulated/faux stone or painted stone; traditional stucco, but not EIFS; or any combination thereof. The remaining twenty-percent (20%) shall be considered decorative elements of accent/trim materials such as natural wood, tile, metal, concrete, or cement based products.

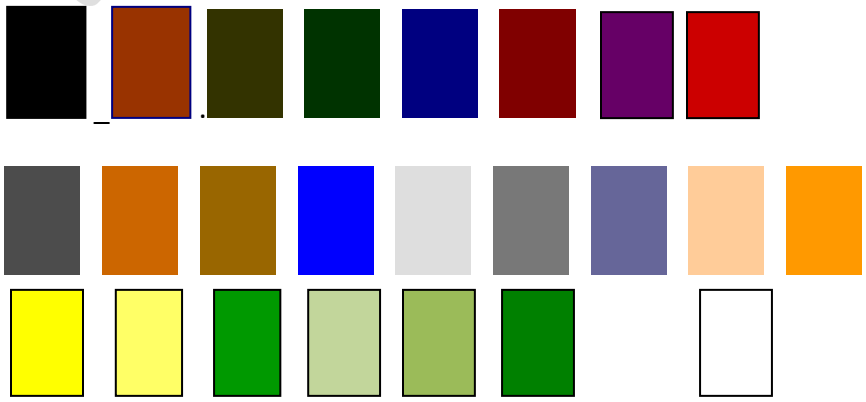
Colors of said materials shall be selected from Appendix VII-A, Exterior Color Palette. No more than three (3) different colors shall be used on any sign. Signs may be externally illuminated only.

Maximum Size per Sign:	32 sq. ft. of copy/sign area.
Number of Signs Permitted:	One per lot. Two total signs per entrance.
Maximum Sign/Structure Height:	12 feet.
Setback from Right-of-Way:	0 feet for signs no higher than 4 feet 5 feet for signs over 4 feet 10 feet for signs over 10 feet.

B. Signs permitted and regulated in the non-residential zoning districts, approved conditional uses in residential districts and Places of Worship as an approved special use (see Appendix "A" for allowable sign types):

1. Awning signs: Signs on awnings should be minimized and are only appropriate if there are no good alternatives for wall signs, projecting signs or hanging and suspended signs. Signage should be limited to the skirt of the awning and should not be on the awning face. Signs should only be considered for the awning face if there is no other adequate location for signage on a given storefront or property.

   Awning colors will be permitted only if they are part of the official city color palette as shown below:



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2. Wall signs: Wall signs shall meet the following size criteria:

Gross Building Elevation Face Area	Min. Sign Area	Max Sign Area
0 – 1,000 sq. ft.	36 sq. ft.	5.0% of face area
1,001 – 2,600 sq. ft.	60 sq. ft.	5.0% of face area
2,601 – 3,600 sq. ft.	120 sq. ft.	4.0% of face area
3,601 – 4,500 sq. ft.	140 sq. ft.	4.0% of face area
over 4,500 sq. ft.	160 sq. ft.	3.5% of face area

3. Window and Door signs, window/door coverage shall:

   a. Not exceed forty percent (40%) of the glazing surface area of each window or door, where each window or door is framed or separated by a mullion.
   b. The remaining sixty-percent (60%) of the glazing surface area must remain clear and not covered.
   c. Perforated window film shall be measured using the extreme limits of the perforated window film.
   c. Window tinting/film designed to reduce glare or fading and containing no graphics is allowed to cover 100% of the glazing surface area of each window or door, provided the transmittance of visible light is at least 70% and must have an external reflectance of less than 15%. Transparency and external light reflectance must be established using the manufacturer's specifications.

4. Temporary signs in accordance with Section 12.5 and 12.7.

5. Monument signs, as defined in Section 12.2 and regulated as follows:
   a) Monument sign area is defined as the entire area within a continuous perimeter, enclosing the extreme limits of the sign structure (overall height by overall width), not to include the first 24" of the base height of a monument sign.
   b) One (1) monument sign allowed per road frontage.
   c) Maximum square footage (SF) of sign is based upon 0.50 SF per one (1) foot of road frontage or 64 SF, whichever is greater.
   d) In lieu of allowing a second monument sign, corner lots with two adjacent road frontages may utilize 30% of the allowable sign area from the second frontage for the sign area calculation of the one monument sign. Sign area variances of Sec. 12.6(A)(3) are not allowed.
   e) Maximum sign area allowed is 225 SF.
   f) Signs including base greater than five (5) feet tall shall be setback ten (10) feet from the right-of-way. Signs including base greater than ten (10) feet tall shall be setback fifteen (15) feet from the public right-of-

DRAFT

way.

g) Monument base shall be constructed of natural brick or stone (not painted or stained); or E.I.F.S./stucco painted or stained using colors from Sec. 7.7(3)(D). Foamcore monument signs are prohibited.

h) Monument base shall be at least as wide as the sign and/or frame upon it and a minimum of two (2) feet in height. No support posts shall be exposed.

i) Electrical disconnect and/or meter base shall not be visible from the public right-of-way.

j) Monument sign shall include the numeric street address of the property upon which it is located. The numbers used to identify the address shall be no less than five (5) inches in height and no more than nine (9) inches in height.

6. Signs for convenience stores and service stations with pump islands: Spreader bars (signs located under canopy over pump islands) shall be limited to no more than two (2) signs per spreader bar, not to exceed four square feet per sign.

7. Freestanding sign(s) less than six (6) sq. ft. in area, not to exceed three (3) feet in height including support mechanisms. The maximum number of signs permitted is two (2) per road frontage or two (2) per curb cut, whichever is greater. Signs shall meet setback requirements of Section 12.6(A)(1).

8. Electronic Message Board signs utilized as an element of a monument sign, free standing sign, menu board sign, pre-menu board sign, fuel pump canopy sign or window/door sign and only in accordance with Section 12.8 of this article.

9. Canopy Sign, utilizing approved wall sign typology, and not to exceed fifteen percent (15%) of the face of the canopy on which the sign is located. Canopy face shall be from official city color palette in Section 12.4(B)(1) above.

10. Arm Pole Banner, not to exceed two arms per parking lot light pole; each banner to not exceed six (6) sq. ft. in area; and located at minimum of ten (10) feet above the ground.

11. Entrance Sign(s) as per Section 12.4(A)(4) for a non-residential office park or industrial park, or office-condominium development.

12. Menu Board Sign shall be a freestanding sign with the design, materials,

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and finish to match those of the primary building. One Menu Board Sign is permitted per drive-thru ordering station. The maximum sign area shall not exceed thirty (30) sq. ft. The maximum height shall not exceed six (6) feet (OAH). Menu Board Signs may be internally illuminated and an element of an Electronic Message Board sign, subject to the requirements of Sec. 12.8.

13. Pre-Menu Board Sign shall be a freestanding sign with the design, materials, and finish of the Menu Board Sign. One Pre-Menu Board Sign is permitted per Menu Board Sign and located at the entrance to the drive-thru lane and within twenty-feet of the Menu Board. The maximum sign area shall not exceed twenty (20) sq. ft. The maximum height shall not exceed six (6) feet (OAH). Menu Board Signs may be an element of an Electronic Message Board sign, subject to the requirements of Sec. 12.8.

14. Interior Project Directional Sign(s) are authorized in all developments or planned subdivisions of land within any non-residential zoning districts, approved conditional uses in residential districts and Places of Worship as an approved special use subject to the following:
    a. May not be located within 100 feet of an entrance to a project.
    b. Maximum sign area of each sign shall not exceed 16 sq. ft.
    c. Maximum sign height shall not exceed 6 feet (OAH).
    d. Only one such sign may be located at each internal intersection of private driveway or public streets within the project.

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SECTION 12.5 SIGNS EXEMPT.

A. The following types of signs are exempt from the requirements of this ordinance unless otherwise expressly prohibited under Section 12.3. These signs shall meet height and setback requirements of this ordinance. No permit is required. Signs that are constructed of degradable material may be posted for a maximum period of ninety (90) days. Nothing shall prevent such a sign from being replaced by an identical sign.

1. Signs not visible from public thoroughfares or intended to be seen by the traveling public.

2. Signs within a business, office, mall or totally enclosed area.

3. Signs erected by, or on the order of, a public official in the performance of his duty, may be located within public right-of-way.
4. Portable signs that are a maximum of six (6) sq. ft. in area, only one per store front. Portable signs shall be located near the building entry on

the sidewalk. Portable signs shall not be allowed in parking areas, streets or public rights-of- way and may not impede the flow of pedestrian traffic.

5. Flags (as defined in Section 12.2), no more than three (3) poles, neither in excess of 60 square feet nor greater than 40 feet in height per property. The flags must be no further from the structure than 50% of the distance from the face of the structure to the public right-of-way.

6. Temporary sign(s). There shall be no more than eight (8) temporary signs on display at any one time. The cumulative total of all temporary signs shall be no greater than thirty-two (32) sq. ft. per property. Temporary signs shall not exceed six (6) feet in height and shall be located out of right-of-way or at least 10 feet from the back of the curb or edge of pavement of the adjacent street, whichever is greater. Temporary signs shall not be permitted for any non-residential zoning district and conditional uses in residential districts that has not obtained a permanent identifying sign for its location (Exception: undeveloped lots).

7. Sign Spinners, wavers, costumed characters or street performers with signage devices are prohibited within the public right-of-way. Any persons involved in this activity must remain on private property in a hard surface paved area, away from entry and exit drives.

8. Swinging or projecting signs not exceeding three (3) sq. ft. or projecting more than four (4) feet and attached under the eave or awning of a building above a business entrance.

9. Signage on coin-operated beverage dispensers, limited to three (3) per lot and not located within the required front yard setback for the zoning district.

10. One official sign as required by the State of Georgia for vehicle emissions stations licensed by the state. The sign shall meet the setback requirements of Section 12.6(A)(1) and may not exceed 24” wide x 36” high with standard frame and hardware.

11. Vehicle Sign/Wrap shall be allowed when the vehicle is legally parked in the rear or to the side of an establishment or in a parking area that is farthest away from the public street right- of-way.

12. Signage affixed to an automated teller kiosk and accompanying canopy if serving as an accessory use to a bank or financial institution on the

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same lot.

13. Signage on coin-operated vending machines, limited to four per lot and not located more than five (5) feet from the building apron and not located within the required front yard setback for the zoning district.

SECTION 12.6 GENERAL SIGN REQUIREMENTS

A. In addition to the requirements set forth in Sections 12.3, 12.4, and 12.5, the following regulations shall also apply.

1. Setbacks: All signs must be located out of right-of-way or at least 10 feet from the back of the curb or edge of pavement of the adjacent street, whichever is greater. Signs located on a corner lot within 50 feet of the intersection of right-of-ways must be out of right-of-way or at least 15 feet from the back of the curb or edge of pavement of the adjacent streets, whichever is greater.

2. Multiple Signs: No business shall be allowed an additional conforming sign until it has removed any existing nonconforming signs. Provided, however, that on parcels with three (3+) or more businesses, at least two (2) of which are party to a lease or leases, any business that does not own or control the nonconforming sign may erect a wall sign.

3. Administrative Variance: Setback dimensions of signs can be adjusted up to a maximum of five (5) feet. The code enforcement officer shall have the discretion to use administrative variance only when necessary to prevent a visual hazard from occurring with placement of sign.

   The Director of Planning and Development shall have the discretion to allow administrative variances in sign area allowances. Under no circumstances will the administrative variance allow the proposed sign to be more than 125% of the base regulation sign size.

4. Street Numbers: Monument signs shall include the numeric street address of the property upon which it is located. The numbers used to identify the address shall be no less than five (5) inches in height and no more than nine (9) inches in height.

5. Illumination of Signs: Excluding electronic message board signs, internally illuminated signs shall not exceed twenty (20) foot candles of light at a distance of ten (10) feet from such structure. Externally illuminated signs shall be lighted so that lights are positioned in such a

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manner that light does not produce glare nor does it shine into the eyes of motorists or pedestrians so as to create a hazardous or dangerous condition. Externally illuminated signs shall have lights with directional cut offs which do not allow the light source to be seen by passersby. All fixtures shall be ground mounted. No more than two fixtures per side. No more than 2% of light may go above horizontal.

SECTION 12.7 BANNERS. The term banner shall also refer to temporary feather signs or flags which are mounted on a temporary support post.

A. Banners shall be permitted in non-residential zoning districts and conditional uses in residential districts subject to the approval of a banner permit issued by the Zoning Enforcement Officer and subject to the following criteria:

1. Banners and/or feather flags not in excess of thirty-two (32) sq. ft. in area (cumulative) to be attached to the building facade or to a permanent sign or placed in the ground, must be located out of right-of-way or at least ten (10) feet from the back of the curb or edge of pavement of the adjacent street, whichever is greater.

a. A banner permit may be issued for each occurrence not to exceed two (2) fourteen-day (14) periods and one twenty-one day (21) period per calendar year per establishment.

b. Feather flags shall be limited to one (1) flag per business and must be located out of right-of-way or at least 10 feet from the back of the curb or edge of pavement of the adjacent street, whichever is greater. Feather Flags shall be permitted for no more than two (2) fourteen-day (14) periods and one twenty-one day (21) period each calendar year.

SECTION 12.8 ELECTRONIC MESSAGE BOARDS. Electronic Message Boards are permitted only in the locations described in this section and only after site plan approval from the Director of Planning and Development. The Mayor and Council may request a hearing to review the Site Plan and sign permit.

A. Permitted Zoning Districts: Electronic messaging signs are permitted in the following zoning districts:

CI- Civic Institutional District
OP- Office Professional District
BN- Neighborhood Business District

BG- General Business District
HSB- Highway Service Business District
LM- Light Manufacturing District
TC-MU – Towne Center Mixed Use District
Residential Zoning Districts with an Approved Conditional Use Permit or Approved Special Use Permit

B. Sign Types to Utilize Electronic Message Boards: Electronic messaging may be an element of a monument, free standing, fuel pump canopy, menu board, pre-menu board or window/door sign. Wall signs may not contain electronic messaging.

C. Size and Location Requirements: Electronic message boards shall meet the size and placement requirements of this section with the exception that electronic message boards shall not be allowed as off premises devices.

1. Maximum allowable electronic message board sign area as an element of:
   i. Monument Sign: 50% of allowable sign area in Sec. 12.4(B)(5).
   ii. Menu Board/Pre-Menu Board: 100% of allowable sign area in Sec. 12.4(B)(12).
   iii. Fuel Pump Canopy: 100% of allowable sign area in Sec. 12.4(B)(9).
   iv. Window/Door: 100% of allowable sign area in Sec. 12.4(B)3 for one window/door. Only one window/door electronic message board sign allowed per location. No Electronic message board window/door sign may exceed 15 sq. ft. in total display area.

2. Sign area variances of Sec. 12.6(A)(3) are not allowed.

D. [Reserved]

E. Duration of Display:

1. Any electronic message displayed shall remain unchanged for a minimum of fifteen (15) minutes prior to switching messages.
   a. Exception: Time and temperature displays shall have the time and temperature remain static for not less than five (5) seconds.

2. The following display types are prohibited:
   a. Animation is prohibited;
   b. Flashing, blinking, fade in, fade out or scrolling text is prohibited; and
   c. Video images are prohibited.

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F. Intensity of Light:

1. The maximum luminance produced by the sign shall not exceed three-tenths (0.30) foot candles greater than the ambient light level.
2. The light level produced by the sign shall be measured using the following equation based on typical sign-to-viewer distance: the square root of the product of the sign area and one-hundred. Example using a 12 square foot sign: √(12x100)=34.6 feet measuring distance.
3. Automatic dimming capability shall adjust the signs illumination to the ambient light at all times of the day or night.

G. Default Control:

1. The sign shall be equipped to freeze the display in one position if a malfunction occurs.
2. The sign must also be equipped with a means to immediately discontinue the display if it malfunctions.
3. The sign owner must immediately stop the display when notified by the Director of Planning and Development that the sign is not complying with the standards of this article.

SECTION 12.9 GENERAL PROCEDURES. The procedure outlined herein shall be followed by all persons erecting signs within the corporate limits of the city.

A. Conformance and Permits: All signs erected, replaced, modified or relocated shall be in conformance with all Ordinances and codes of the City of Snellville. A sign permit shall be secured from the Director of Planning and Development. This permit is to be issued prior to installation or modification of any sign. No permit shall be required for any change of copy on a sign provided no modification is made to the size or location of the sign. No permit shall be required for those signs exempt under Section 12.5. The discretion of any city official in reviewing a sign permit application is to determine if the application and the proposed sign are in compliance with this ordinance. No official reviewing a sign permit application or building or electrical permit application concerning a proposed sign shall consider the content of any message on a proposed sign.

1. Signs that Require BOTH a Building Permit and a Sign Location Permit:

a. Signs that exceed 32 square feet in area; or,
b. Signs that exceed six-feet (6') in height above grade; or,
c. Signs on walls having a height exceeding four-feet (4'); or
d. Signs that are internally illuminated.

2. Signs that Require Design by a Georgia Registered Professional Engineer.

    a. Signs that exceed fifty (50) square feet in area that are either monument signs or signs with supporting structures.
    b. Signs that exceed twelve feet (12') in height above grade.

3. Documentation Required for Plan Review & Obtaining a Building Permit.

    a. A sign location plan is required.
    b. In order to obtain a Building Permit, three (3) complete sets of drawings must be submitted to the Planning and Development Department. The drawings shall clearly indicate the structural and electrical construction requirements for each proposed sign and at a minimum contain the information described in Sections 4 and 5 (below). The drawings shall also clearly indicate the proposed sign location.
    c. A Building Permit can be obtained after drawings containing the complete structural and electrical information stated below have been reviewed and approved by the Director of Planning and Development.

4. Electrical Drawing(s) Plan Review Requirements.

    a. Drawings for each illuminated sign shall clearly indicate the electrical requirements including the size and location of the electrical disconnect 'the type and size of wire, the conduit size and estimated load. Drawings shall also specify the name of a nationally recognized organization as applicable to the illuminated sign to be installed.
    b. Electrical installations shall meet the requirements of the NFPA National Electrical Code and must be performed by a Georgia Licensed electrician.

5. Structural Drawing(s) Plan Review Requirements.

    a. Drawings for each sign structure shall clearly specify the required materials, sizes, and locations for all structural components. Complete details shall be provided that clearly indicates the required connections between all structural components including anchorage to the foundation. Details shall also indicate required attachments of sign cabinets to the supporting structure.
    b. Sign foundation requirements shall be clearly indicated on the drawings including, but not limited to, footing size and reinforcement, 28-day compressive strength of concrete, anchor

DRAFT

bolt size and embedment depth.

c. Drawings for signs that require design by a Georgia registered professional engineer shall contain the following minimum design data in addition to the information required in Sections 5(a) and 5(b), above:
    (1) State on drawings that the design complies with the SBCCI Standard Building Code;
    (2) State on drawings that the wind load design complies with ASCE 7 (Minimum Design Loads for Buildings and Other Structures);
    (3) Basic Wind Speed (MPH), Design Wind Pressure (PSF), Exposure Category (B or C);
    (4) Minimum required soil bearing capacity (PSF);
    (5) Structural material specifications (including but not limited to ASTM designation, yield strength (SKI), & material grade, if applicable).

6. Inspection Requirements.

a. Drawings for sign structures that have been reviewed and approved by the Director of Planning and Development shall be kept readily accessible at the job site at all times during construction. The building permit card shall be posted in the immediate vicinity of the proposed ground sign location.
b. The electrical subcontractor must submit a completed Subcontractor Affidavit to Planning and Development Department at least two days prior to requesting an electrical inspection.
c. Each sign, for which a building permit has been issued, requires inspection by the building inspector during the following stages of construction:
    (1) A foundation inspection is performed after excavation and prior to concrete placement with steel reinforcement, anchor bolts, and structural posts in place.
    (2) An electrical inspection is performed only after the foundation has been inspected and approved by the City inspector.
    (3) A final inspection is performed after completion of all construction and a Building Final is issued.
    (4) Erosion and sediment control measures shall be maintained throughout construction in accordance with City ordinances and procedures.

DRAFT

B. Application Procedure: Applications for sign permits required above shall be filed by the sign owner or his agent with the Planning and Development Department upon forms furnished by him.

1. Said application shall describe and set forth the following:
    a. Street address of the property upon which the sign is to be located. In the absence of a street address, an acceptable alternate method of location may be used.
    b. Type of sign as defined in this ordinance.
    c. Plans indicating the dimensions of the sign, sign area, height, and mounting details.
    d. Plans indicating it's location on the property or the face of the building including the road frontage or building elevation.
    e. The name(s) and address(es) of the real property upon which the subject sign is to be located.
    f. Written consent of the owner, or his agent, granting permission for the placement and/or maintenance of subject sign.
    g. The name, address, phone number and business license number of the sign contractor.

The Planning and Development Department shall complete its review of the application within fifteen (15) working days of the date of application and either approve or deny the application. Should the application be incomplete or contain insufficient information as described in Section 12.9(B) (1) above, it shall be denied. If the Planning and Development Department fails to approve or deny the sign within fifteen (15) working days, the applicant may post the sign as if approved.

C. Appeal/Administrative Review: Any person aggrieved or affected by the decision of the Director of Planning and Development relating to the application of this ordinance may appeal to the Zoning Board of Appeals for relief or reconsideration within thirty (30) days from the date of the adverse determination by the Director of Planning and Development. The Zoning Board of Appeals shall review said application at the next regularly scheduled meeting. Should the Board of Appeals fail to reach a decision (excluding postponement of meeting or agenda item) during its next regularly scheduled meeting, the appeal shall be deemed to be granted. Applications for appeals shall be subject to provisions of Article 14 of the Zoning Ordinance.

D. Expiration Date: A sign permit shall become null and void if the sign for which the permit was issued has not been completed within six (6) months

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after the date of issuance.

E. Sign Fees: No permit shall be issued until the appropriate application has been filed with the Planning and Development Department and fees have been paid as established by the Mayor and Council from time to time. Should any person, company, firm, or corporation actually begin work for which a permit is required by this ordinance without taking out a permit, he shall pay three (3) times the amount of the applicable above-described fee.

SECTION 12.10 NONCONFORMING SIGNS.

A. Non conforming signs which met all legal requirements when erected may stay in place until the deterioration of the sign or damage in accordance with the maintenance and removal section of this ordinance unless the damage to the sign was caused by circumstances beyond the owners control in accordance with OCGA §32-6-83, in which case the owner shall either repair or remove the sign. However, no other structural repairs, changes in shape, size or design to non-conforming signs or replacement of non-conforming signs shall be permitted except to make a non conforming sign comply with all requirements of this ordinance.

SECTION 12.10A BILLBOARD CONVERSION AND REDUCTION.

A. Definitions: For the purposes of this Section 12.10A, the following words and terms used herein are defined as follows:

Billboard: A free standing sign containing a sign face that is more than 300 square feet in size.

Conversion Structure: A billboard that will be converted to an electronic message board in accordance with the terms of this ordinance.

Electronic Billboard: An electronic message board that will be installed on a conversion structure and operated in accordance with this ordinance. The provisions of Section 12.8 shall not apply to Electronic Billboards except as specifically set forth herein.

Face: That portion of the billboard upon which the advertising message is displayed.

Removal Structure: A billboard that will be removed in accordance with the terms of this Section 12.10A.

DRAFT

B. Eligibility for use as a Conversion Structure: Any legal nonconforming billboard existing within the City as of the date of the adoption of this Section 12.10A which is located along State Route 124 or State Route 10/United States Highway 78, and is located no closer than 6,000 feet from the nearest Conversion structure or Electronic Billboard as defined in this section shall be eligible for use as a Conversion Structure hereunder.

C. Exchange Ratio and Permitting: Notwithstanding any other provision of this Article, any eligible conversion structure may be modified to an electronic billboard, provided that the applicant remove from within the City of Snellville an equal number of removal structures and faces to be converted. In order to be eligible for use as a removal structure, the entirety of the above-ground portion of the removal structure must be removed. The applicant shall be entitled to obtain a permit, upon proper application, for the conversion of a conversion structure to an electronic billboard, which permit shall provide that the conversion structure may not converted to an electronic billboard until the removal structure has been fully removed. Each permit shall grant the applicant a period of not less than one year to complete conversion of the conversion structure after removal of the removal structure.

D. Construction: In addition to the replacement of the sign face(s) with the electronic billboard, the applicant shall be permitted to structurally modify or replace the conversion structure as may be necessary to comply with current applicable building codes. In addition, the conversion structure may be relocated upon the property so long as such relocation does not increase the height or size of the sign, nor does it increase the degree of nonconformity in regard to applicable setbacks without the prior approval of the Mayor and City Council.

E. Operation of Electronic Billboards: Each electronic billboard shall be operated in accordance with the following requirements:

(1) The electronic billboard may include the entire sign face, but shall not exceed 672 square feet in size;

(2) Only static messages shall be displayed on the electronic billboard. Each individual static message shall remain unchanged on the display for not less than ten seconds. The change between each static message shall be accomplished within one second, and such change shall not include any scrolling, blinking, fading, frame effects, or other graphics. Animation, flashing, blinking, and video images are prohibited;

(3) Each electronic billboard shall contain a light sensing device which will

DRAFT

adjust the sign face brightness to account for changing ambient light conditions. The maximum brightness produced by each electronic message board sign face shall not exceed three-tenths foot candles above ambient light levels as measured at five feet above the ground at a distance of 250' from the Sign Face.

(4) Each electronic billboard owner or operator shall provide the City with twenty-four-hour contact information in the event the City needs to notify them of the malfunction of the electronic billboard. In the event of a malfunction of the electronic billboard such that it violates the provisions of this Section 12.10A, or otherwise violates state operational standards, the electronic billboard shall either be turned off, display a blank image, or the display frozen to a single image until it can be repaired.

(5) Each electronic billboard owner will participate in the National Amber Alert Program, FBI, GBI, and other recognized emergency alert broadcasting systems in regard to the electronic billboard. In addition, such owner will coordinate with the Snellville Police Department to permit the display of local emergency messages where appropriate.

(6) Where located on a State controlled route, each electronic billboard must obtain all necessary permits from the Georgia Department of Transportation or other applicable regulatory agency(ies).

SECTION 12.11 MAINTENANCE AND REMOVAL.

A. Sign Maintenance: Every sign, including those specifically exempt from this code in respect to permits and permit fees, shall be maintained in good structural condition at all times. All signs shall be kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust-resistant material. All signs shall be free from: rust or holes on or in the sign or sign structure; broken, missing, loose or bent parts; faded or flaking paint; non-operative or partially non-operative illuminating or mechanical devices; and/or missing letters/graphics in sign copy. The Director of Planning and Development or his authorized representative shall inspect and shall have the authority to order the painting, repair, alteration, or removal of a sign which shall constitute a hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation, or obsolescence.

B. Dangerous or Defective Signs: No person shall maintain or permit to be maintained on any premises owned or controlled by him any sign which is in a dangerous or defective condition. Any such sign shall be removed or

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repaired by the owner of the sign or the owner of the premises.

C. Removal of Signs by the Director of Planning and Development: The Director of Planning and Development shall cause to be removed any sign that endangers the public safety, such as a dangerous, or materially, electrically, or structurally defective sign, or a sign for which no permit has been issued. The Director of Planning and Development shall prepare a notice which shall describe the sign and specify the violation involved and which shall state that, if the sign is not removed or the violation is not corrected within ten (10) days, the sign shall be removed in accordance with the provisions of this section.

D. Notice: For all signs the notice shall be issued to the owner of the property on which the sign is located as shown on the last tax record. If known, or with reasonable care should be known, the notice shall be mailed to or delivered to the owner of the sign and/or the occupant of the property.

E. Appeal/Administrative Review: Any person having an interest in the sign or the property may appeal the determination of the Director of Planning and Development ordering removal or compliance by filing a written notice of appeal with the Zoning Board of Appeals within thirty (30) days after the date of mailing of the Notice of Violation, or thirty (30) days after receipt of the notice if the notice was hand delivered not mailed. The Zoning Board of Appeals shall review said application at the next regularly scheduled meeting. Should the Board of Appeals fail to reach a decision (excluding postponement of meeting or agenda item) during its next regularly scheduled meeting, the appeal shall be deemed to be granted. Applications for appeals shall be subject to provisions of Article 14 of the Zoning Ordinance.

Notwithstanding the above, in cases of emergency, the Director of Planning and Development may cause the immediate removal of a dangerous or defective sign without notice.

SECTION 12.12 SEVERABILITY. If any section, subsection, sentence, clause, or phrase of this article is for any reason held to be unconstitutional or void, the validity of the remaining portions of this article shall not be affected thereby, it being the intent of the Mayor and Council of the City of Snellville in adopting this article that no portion thereof or provision of this article contained herein shall become inoperative or fail by reason of the unconstitutionality or invalidity of any section, subsection, sentence, clause, phrase, or provisions of this article.

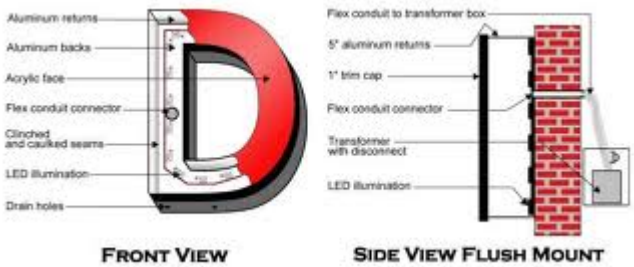
DRAFT

APPENDIX "XII-A"
SIGNAGE EXAMPLES

AWNING SIGNS

SIGN, AWNING: A sign painted, stamped, perforated, or stitched, or otherwise applied on the valance of an awning. These are examples that would be acceptable to the city.

CHANNEL LETTER SIGNS



CHANNEL LETTER CONSTRUCTION: Individually illuminated letters and graphics composed of extruded metal structures with plastic faces and internal neon illumination. Letters and graphics shall be individually mounted to the wall surface or mounted on a raceway. These are examples that would be acceptable to the city.

MONUMENT SIGNS

SIGN, MONUMENT: A permanent ground sign designed so the base of the sign face is flush with the supporting base and the supporting base is flush with the ground. Sign shall include a solid, decorative base and may include a decorative frame. The base shall be at least as wide as the sign and/or frame upon it and a minimum of two (2) feet in height. Decorative base and frame materials include stone, brick, E.I.F.S. or stucco. No support posts shall be exposed. Electrical disconnect and/or meter base shall not be visible from the public right-of-way. These are examples of signs that would be acceptable to the city.

WALL SIGNS

SIGN, WALL: A sign fastened to the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than twelve-inches (12") from such building or structure. The total signage on one side of a building or structure shall constitute one (1) wall sign.

VEHICLE SIGN/WRAP

VEHICLE SIGN: A graphic applied to the exterior surface of a vehicle consisting of images, words, or other graphic embellishments designed to attract attention to the vehicle. Vehicle signs shall be allowed when the vehicle is legally parked in the rear or to the side of an establishment or in the parking area that is farthest away from the public street right of way.

APPENDIX "XII-B"
PROHIBITED SIGNAGE EXAMPLES

Cabinet/Log Box Sign

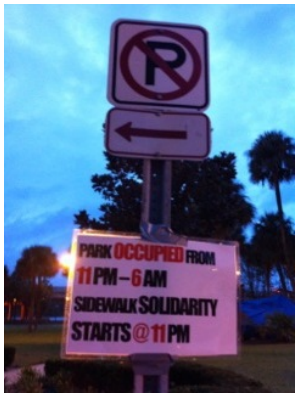
Roof Sign

Flashing Sign

Animated Sign

Signs attached to any pole…

Tree….



Street Sign

Signs on public right-of-way

Mobile Sign

Bench Sign

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Air or Gas Filled Sign

Open Face Channel Letter Sign

Rotating Sign

Freestanding Sign larger than 6 sq. ft. in area

Sign over 15 feet in height

Building Wrap Sign

Mural

Spinsock

Windsock

Abandoned Sign

Air or Gas Filled Sign (also a Rooftop Sign)

Air or Gas Filled Sign (also a Rooftop Sign)

← Banner attached to Inflatable attached to a vehicle (also a Mobile Sign)

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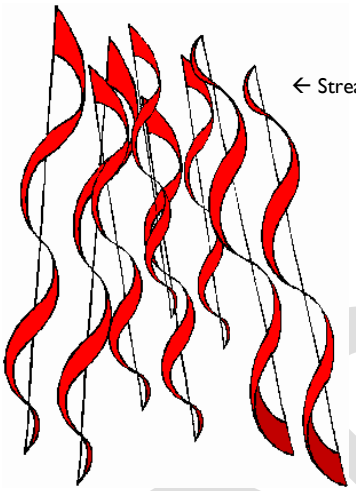
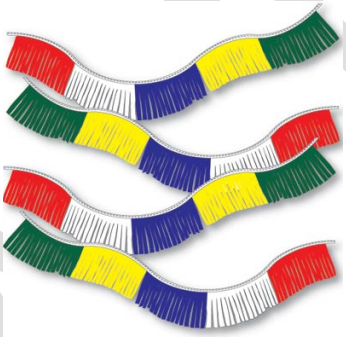
APPENDIX "XII-C"
ATTENTION GETTING DEVICE EXAMPLES

Pennant





Hula Wiggler

Spinner

Inflatable "Flyguy" or "Flytube"

Costumed Character

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Inflatable Sign & Hula Wigglers

Banner attached to Inflatable

Merchandise Placed Along Street (outside of storefront apron)

LED Window & Door Lighting (light source not shielded)

LED Window & Door Lighting (light source not shielded)

NOTE: The images and photos provided within this document are to help illustrate the definitions used herein and to depict the various attention getting device sign types. Under no circumstances is the sign message or content considered when determining compliance with the regulatory requirements.

SECTION / ARTICLE	DESCRIPTION	AMENDMENT DATE
Section 12.2	Sign, Portable (amended)	05/17/1993
Section 12.4	Signs Permitted (amended)	05/17/1993
Section 12.5	Signs Exempt (amended)	05/17/1993
Section 12.6	Sign Regulations (amended)	05/17/1993
Section 12.7	Temporary Signs (amended)	05/17/1993
Section 12.2	Sign Definitions (amended)	09/19/1994
Section 12.4	Signs Permitted (amended)	09/19/1994
Section 12.5	Signs Exempt (amended)	09/19/1994
Section 12.6	Sign Regulations (amended)	09/19/1994
Section 12.2	Sign Definitions (amended)	05/17/1999
Section 12.3	Signs Prohibited (amended)	05/17/1999
Section 12.4	Signs Permitted (amended)	05/17/1999
Section 12.5	Signs Exempt (amended)	05/17/1999
Section 12.6	Sign Requirements (amended)	05/17/1999
ARTICLE XII	DELETED IN ITS ENTIRETY AND REPLACED	06/25/2001
ARTICLE XII	DELETED IN ITS ENTIRETY AND REPLACED	06/10/2002
ARTICLE XII	DELETED IN ITS ENTIRETY AND REPLACED	03/22/2004
Section 12.6	Sign Requirements (amended)	09/24/2007
ARTICLE XII	DELETED IN ITS ENTIRETY AND REPLACED	02/25/2013
Section 12.2	Sign Definitions (amended)	12/14/2015
Section 12.3	Signs Prohibited (amended)	12/14/2015
Section 12.5	Signs Exempt (amended)	12/14/2015
Section 12.8	Electronic Message Boards (amended)	12/14/2015
Appendix XII-A	Signage Examples (amended)	12/14/2015
Section 12.2	Sign Definitions (amended)	11/13/2017
Section 12.3	Signs Prohibited (amended)	11/13/2017
Section 12.4	Signs Permitted (amended)	11/13/2017
Section 12.2	Sign Definitions (amended)	04/22/2019
Section 12.4	Signs Permitted (amended)	04/22/2019
Section 12.5	Signs Exempt (amended)	04/22/2019
Section 12.8	Electronic Message Boards (amended)	04/22/2019

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