

## Sec. 207-6. Signs

### 207-6.1. Purpose and Intent

The City Council recognizes that signage is an important medium through which individuals may communicate commercial and noncommercial 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 section. Accordingly, it is the intent and purpose of this section to:

- A.** Balance the rights of individuals to convey their messages through signs and the right of the public to protect against unrestricted proliferation of signs;
- B.** Further the objectives of the 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 section, signs authorized under this section may contain commercial or noncommercial messages.

While developing this section, the City Council, the 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.** U.S. 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."

### 207-6.2. Definitions

Certain words and terms used in this section are defined and interpreted as follows:

**Air and gas filled device.** A sign using, either wholly or in part, forced air or other gas as a means of supporting its structure.

**Attention getting device.** A pennant, valance, propeller, spinner, ribbon, streamer, costumed character, sign spinner, balloon, or searchlight, 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.

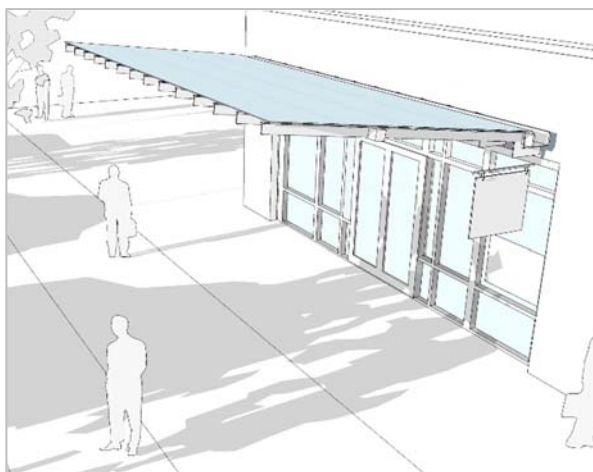
**Beacon.** A light with one or more beams directed into the atmosphere or directed at one or more points not on the same zone lot as the light source; also, any light with one or more beams that rotate or move.

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

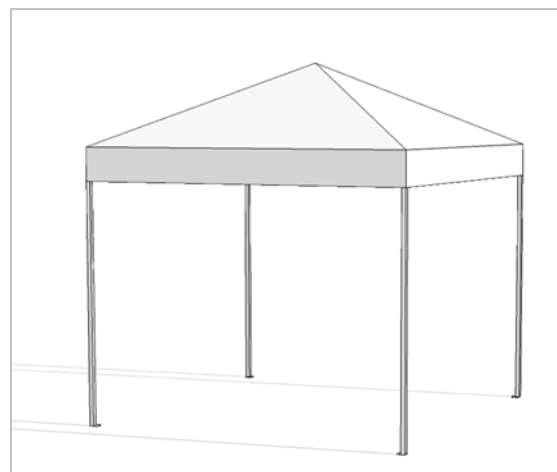
**Building elevation.** The area of the face of a building including parapet articulation (height x width).

**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 freestanding structure.



*Attached Canopy*



*Detached Canopy*

**Channel letter construction.** Individually illuminated letters and graphics composed of extruded metal structures with plastic faces and internal neon or L.E.D. illumination. Letters and graphics must 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.



*Standard Channel Letters*



*Reverse Channel Letters*

**Channel letter construction, reverse.** Channel letter construction with clear plastic backing that creates a halo-lit effect.



*Open Face Channel Letters*



*Front & Back Lit Channel Letters*

**Conversion structure:** A billboard that will be converted to an electronic message board in accordance with the terms of Sec. 207-6.10.B.

**Curlie spinner.** See "Spinsock."

**Electronic billboard:** An electronic message board that will be installed on a conversion structure and operated in accordance with this ordinance.

**Flag.** Any fabric, banner, or bunting which has the width to length proportions of 10:19 which is typical with flags of the U.S., 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."

**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.

**Removal structure.** A billboard that will be removed in accordance with the terms of Sec. 207-6.10.B.

**Right-of-way, public.** A strip of land acquired by reservation, dedication, forced dedication, prescription, or condemnation and intended to be occupied by a road, sidewalk, crosswalk, 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 lots and usually coincides with adjacent lot property lines.

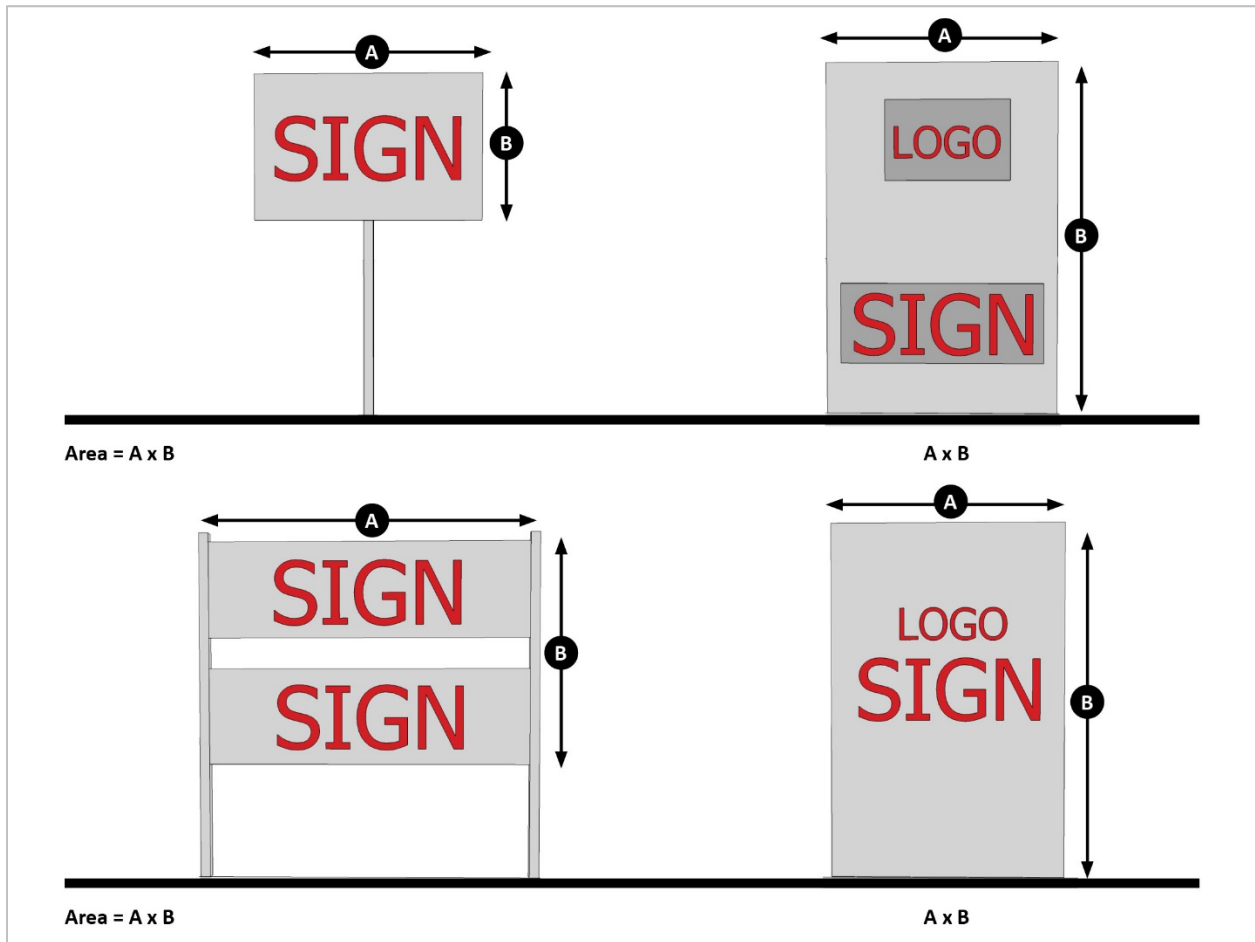
**Road frontage.** The distance, measured in a straight line, from the two furthest property corners located on the same public right-of-way, excluding out lots.

**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.

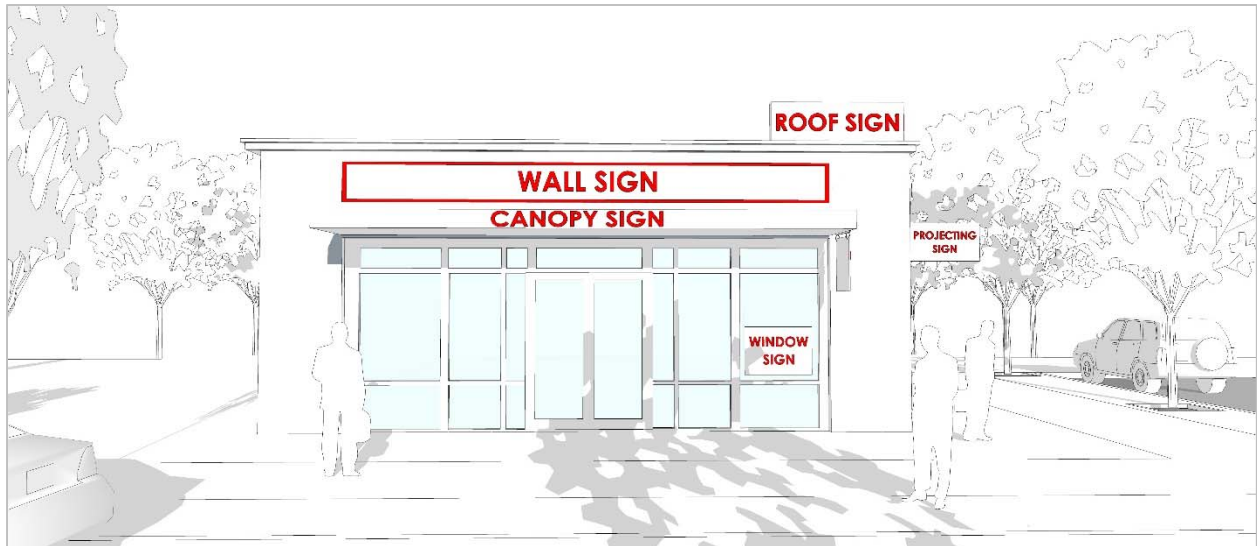
**Sign, animated.** A sign with action, motion, rotation or changing colors, excluding electronic message board signs and signs which indicate only time, temperature, or date or any combination thereof.

**Sign, area.** The entire area within a continuous perimeter, enclosing the extreme limits of the sign structure, not to include the first 24 inches of the base height of a monument sign. Curved, spherical, or any other shaped sign face area will be computed based on the actual surface area. The copy of signs composed of individual letters, numerals, or other devices will 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.



**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, 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, double-faced.** A sign with 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 another direction.

**Sign, electronic message board.** A 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, multifamily development,

nonresidential office park or industrial park, or office-condominium development which identifies said development or subdivision.

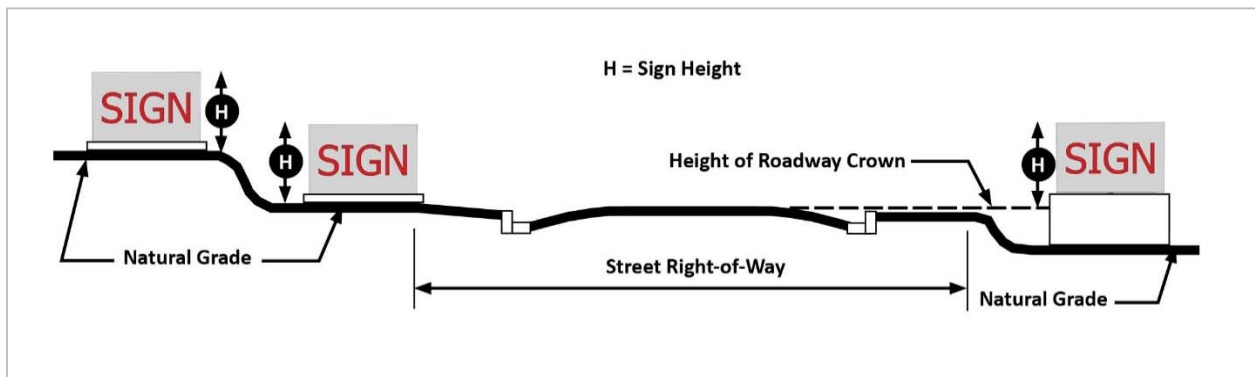
**Sign, face.** The surface upon, against, or through which the sign intends to advertise, identify, direct, or attract attention, not including the base of monument signs other sign support system.

**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, freestanding.** A permanent sign with no decorative base that is 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, the edge of the pavement, to the highest point of the sign structure. For property with an elevation higher than the adjacent public street, the height is measured from ground level at the base of sign to the highest point of the sign structure. The ground may 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.

1. Natural routed wood.
2. Stone.
3. Masonry.
4. L.E.D.
5. Hybrid routed wood product.
6. Cut or formed metal.
7. Plastics.

8. High-density urethane foam.
9. Acrylics.
10. Polycarbonates.

**Sign, menu board.** A freestanding sign oriented to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window, and which has not more than 20% of the total area for such a sign utilized for business identification.

**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, 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 must include a solid, decorative base and may include a decorative frame. The base must be at least as wide as the sign and/or frame upon it and a minimum of two feet in height. Decorative base and frame materials include stone, brick, EIFS or true hard coat stucco. No support posts may be exposed. Electrical disconnect and/or meter base may not be visible from the public right-of-way.

**Sign, nonconforming.** Any sign and its supporting structure that does not conform to all or any portion of this section and was in existence and lawfully erected before the effective date of this UDO; and was in existence and lawfully located and used in accordance with the provision of any prior ordinances applicable thereto, or which was considered legally nonconforming thereunder, and has since been in continuous or regular use; or was used on the premises at the time it was annexed into the City and has since been in regular and continuous use.

**Sign, portable.** A movable sign that is not attached to a structure or the ground and includes: A-boards, portable reader boards, and similar type sign.

**Sign, pre-menu board.** A freestanding sign that is secondary to and located before a menu board sign and oriented to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window.

**Sign, projecting.** A sign that is wholly or partly dependent upon a building for support and which projects more than 12 inches from such building.

**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 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 way that the wall is the supporting structure for, or forms the background surface of, the sign and which does not project more than 12 inches from such building. The total signage on one side of a building or structure constitutes one wall sign.

**Sign, wayfinding.** A standalone freestanding sign that may be part of a greater wayfinding system which is used to identify a particular location or serve as directional signage to effectively navigate people through a space; or convey general and/or regulatory information.

**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.

### 207-6.3. Signs Prohibited

#### A. Prohibited Signs

The following types of signs are prohibited in all zoning districts:

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 or construction sign;

6. Any sign placed or erected on a property without the permission of the property owner;
7. Signs on a public right-of-way, except signs exempt under Sec. 207-6.5.A.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;
14. Swinging or rotating sign except as provided Sec. 207-6.5 (Signs Exempt);
15. Freestanding signs larger than 6 square feet in sign area;
16. Signs over 15 feet in height;
17. Building wraps as defined in Sec. 207-6.2, unless they receive a special use permit;
18. Murals as defined in Sec. 207-6.2, unless they receive a special use permit;
19. Spinsock;
20. Windsock; and
21. Signs attached to a retaining wall.

**B. Removal of Prohibited Signs**

The City is empowered to remove or cause to be removed at the owner's expense all prohibited signs.

**207-6.4. Signs Permitted**

**A. Residential Districts**

Signs permitted and regulated residential zoning districts include:

1. Temporary signs, provided the cumulative sign area of all temporary signs may be no greater than 32 square feet per lot.
2. Monument signs no greater than 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 permanent signs, per entrance, into any platted residential subdivision/development, or multifamily development is permitted. Such signs are not included in the calculation of the aggregate sign area for any lot. Entrance signs may be externally illuminated.

**Table 207-6.4. Signs Permitted in Residential Districts**

<b>Maximum Size per Sign:</b>	32 sf. of copy/sign area
-------------------------------	--------------------------

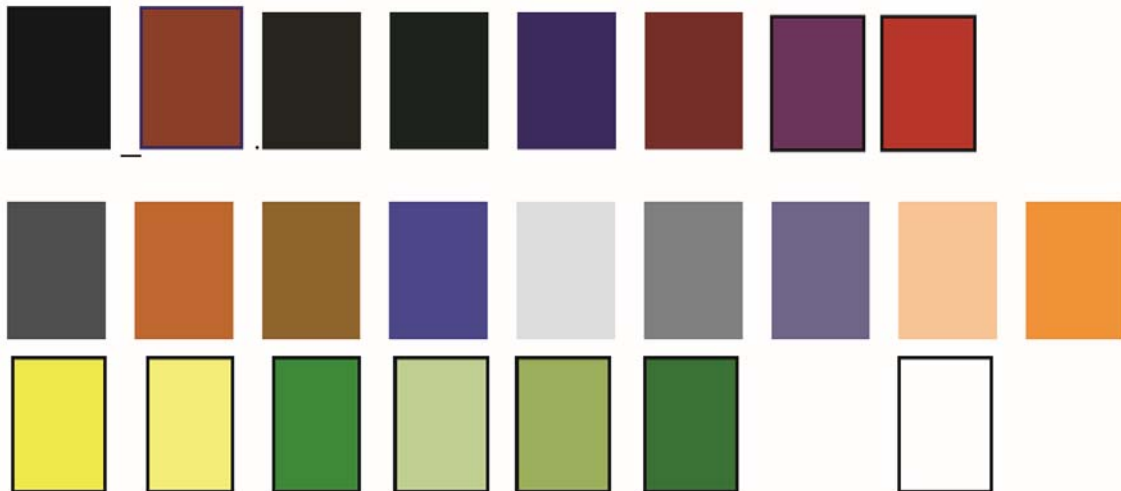
<b>Number of Signs Permitted:</b>	One per lot. Two total signs per entrance
<b>Maximum Sign/Structure Height:</b>	12 ft.
<b>Setback from Right-of-Way:</b>	0 ft. for signs no higher than 4 ft.
	5 ft. for signs over 4 ft.
	10 ft. for signs over 10 ft.

**B. Nonresidential Districts**

Signs permitted and regulated in the nonresidential districts, and approved special uses in residential districts and places of worship as an approved special use include:

1. Awnings 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 are only permitted only if they are part of the official City color palette shown in Figure 207-6.4.

**Figure 207-6.4. Official City Color Palette**



2. Wall signs. Wall signs must conform to the following size criteria:

<b>Gross Building Elevation Face Area</b>	<b>Min. Sign Area</b>	<b>Max. Sign Area</b>
<b>0—1,000 sf.</b>	36 sf.	5.0% of face area
<b>1,001—2,600 sf.</b>	60 sf.	5.0% of face area
<b>2,601—3,600 sf.</b>	120 sf.	4.0% of face area
<b>3,601—4,500 sf.</b>	140 sf.	4.0% of face area
<b>over 4,500 sf.</b>	160 sf.	3.5% of face area

3. Window and door signs, window/door coverage must:
  - a. Not exceed 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 60% of the glazing surface area must remain clear and not covered.
  - c. Perforated window film is measured using the extreme limits of the perforated window film.
  - d. 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 Sec. 207-6.5 (Signs Exempt) and Sec. 207-6.7 (Banners).
5. Monument signs as defined in Sec. 207-6.2 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 inches of the base height of a monument sign.
  - b. One monument sign is allowed per road frontage.
  - c. The maximum square footage of the sign is based upon 0.50 square feet per 1 foot of road frontage or 64 square feet, whichever is larger.
  - 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. 207-6.6.C are not allowed.
  - e. The maximum sign area allowed is 225 square feet.
  - f. Signs more than 5 high must be set back at last 10 feet from the right-of-way. Signs more than 10 feet high must be set back at least 15 feet from the public right-of-way.
  - g. Monument base must be constructed of natural brick or stone (not painted or stained); or EIFS/true hard coat stucco painted or stained using colors from .I.F.S./true hard coat stucco painted or stained using colors from the official City color palette shown in Figure 208-1.4. 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 2 feet in height. No support posts may be exposed.
  - i. Electrical disconnect and/or meter base must not be visible from the public right-of-way.

- j. Monument sign must include the numeric street address of the property upon which it is located. The numbers used to identify the address may be no less than 5 inches in height and no more than 9 inches in height.
6. Signs for convenience stores, automotive service stations and other locations providing vehicle fueling with fuel pump islands: Spreader bars (signs located under canopy over pump islands) are limited to no more than two signs per spreader bar, not to exceed 4 square feet per sign. Fuel pump signage not to exceed 2 square feet per side.
7. Freestanding sign(s);
  - a. To identify reserved parking spaces, not to exceed six (6) square feet in total sign area and not to exceed seven (7) feet in height including support post.
  - b. Directional sign, not to exceed six (6) square feet in total sign area, not to exceed three (3) feet in height including support post(s) and generally located at or near the entry and exit drives to a public roadway. The maximum number of signs permitted is two (2) per road frontage or two (2) per curb cut, whichever is greater. Signs must meet the setback requirements of Sec. 207-6.6.A.
  - c. Wayfinding sign, not to exceed twelve (12) square feet in total sign area, not to exceed twelve (12) feet in height including support post(s) and pier and not to exceed four (4) signs per property. Sign must meet the setback requirements of Sec. 207-6.6.A. Sign may be internally illuminated and an element of an electronic message board sign, subject to the requirements of Sec. 207-6.8 (Electronic Message Boards). Electrical service to be provided by underground service only. Solar powered lighting is prohibited. If located in a parking area, the first 24-inches of support post(s) height must be encapsulated by a concrete pier.
8. Electronic message board signs utilized as an element of a monument sign, freestanding sign, menu board sign, pre-menu board sign, fuel pump canopy sign or window/door signage and only in accordance with Sec. 207-6.8 (Electronic Message Boards).
9. Canopy sign, utilizing approved wall sign typology, and not to exceed 15% of the face of the canopy on which the sign is located. Canopy faces must be from the official City color palette shown in Figure 207-6.4.
10. Arm pole banner, not to exceed two arms per parking lot light pole; each banner to not exceed 6 square feet in area; and located a minimum of 10 feet above the ground.
11. Entrance sign(s) per Sec. 207-6.4.A.4 for a nonresidential office park or industrial park, or office-condominium development.
12. Menu board sign must be a freestanding sign with the design, materials, and finish to match those of the primary building. One menu board sign is permitted per drive-thru ordering station. The maximum sign area may not exceed forty (40) square feet. The maximum height may not exceed 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. 207-6.8 (Electronic Message Boards).

13. Pre-menu board sign must 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 20 feet of the menu board. The maximum sign area may not exceed twenty (20) square feet. The maximum height may not exceed 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. 207-6.8 (Electronic Message Boards).
14. Interior project directional sign(s) are authorized in all developments or planned subdivisions of land within any nonresidential districts, approved special 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 may not exceed 16 square feet.
  - 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.
15. Electric Vehicle (EV) Charging Station signage may not exceed eighteen (18) square feet in total area per side per station and may be an element of an electronic message board sign, subject to the requirements of Sec. 207-6.B (Electronic Message Boards). The maximum sign height may not exceed ten (10) feet (OAH) and setback a minimum of ten (10) feet from the right-of-way.

### **207-6.5. Signs Exempt**

- A.** The following types of signs are exempt from the requirements of this section unless otherwise expressly prohibited by Sec. 207-6.3 (Signs Prohibited). These signs must meet the height and setback requirements of this section. No permit is required. Signs that are constructed of degradable material may be posted for a maximum period of 90 days. Nothing will 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 their duty, may be located within the public right-of-way.
  4. Portable signs that are a maximum of 6 square feet in area, only one per storefront. Portable signs must be located near the building entry on the sidewalk. Portable signs are not allowed in parking areas, streets or public rights-of-way and may not impede the flow of pedestrian traffic.

5. Flags, no more than three 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 may be no more than eight temporary signs on display at any one time. The cumulative total of all temporary signs may be no greater than 32 square feet per property. Temporary signs may not exceed 6 feet in height and must be located out of right-of-way or at least 10 feet from the back of the curb or edge of the pavement of the adjacent street, whichever is greater. Temporary signs are not permitted for any nonresidential district and special uses in residential districts that have 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 3 square feet or projecting more than 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 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 Sec. 207-6.6.A and may not exceed 24 inches wide x 36 inches 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 same lot.
13. Signage on coin-operated vending machines, limited to four per lot, and not more than 5 feet from the building apron, and within the required front yard setback of the zoning district.

### **207-6.6. General Requirements**

In addition to the requirements of Sec. 207-6.3 (Signs Prohibited), Sec. 207-6.4 (Signs Permitted), and Sec. 207-6.5 (Signs Exempt), the following regulations also apply:

#### **A. Setbacks**

Signs may not be located in the right-of-way and must be at least 10 feet from the back of the curb or edge of the pavement of the adjacent street, whichever is greater. Signs on a corner lot within 50 feet of the intersection of rights-of-way 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.

## **B. Multiple Signs**

No business is allowed to install an additional conforming sign until it has removed any existing nonconforming signs. Provided, however, that on lots with three or more businesses, at least two 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.

## **C. Administrative Variances**

1. Setback dimensions of signs can be adjusted up to a maximum of 5 feet. The Director has the discretion to use administrative variance only when necessary to prevent a visual hazard from occurring with the placement of signs.
2. The Director has the discretion to allow administrative variances in sign area allowances. Under no circumstances may the administrative variance allow the proposed sign to be more than 125% of the base regulation sign size.

## **D. Street Numbers**

Monument signs must include the numeric street address of the property upon which it is located. The numbers used to identify the address may be no less than 5 inches in height and no more than 9 inches in height.

## **E. Illumination**

Excluding electronic message board signs, internally illuminated signs may not exceed 20 foot-candles at a distance of 10 feet from such structure. Externally illuminated signs must be lighted so that lights are positioned in such a 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 must have lights with directional cut offs which do not allow the light source to be seen by passersby. All fixtures must be ground-mounted. No more than two fixtures per side. No more than 2% of light may go above horizontal.

## **207-6.7. Banners**

Banners are permitted in nonresidential districts and special uses in residential districts subject to the approval of a banner permit issued by the Director and subject to the following criteria:

- A.** Banners and/or feather flags not in excess of 32 square feet 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 10 feet from the back of the curb or edge of pavement of the adjacent street, whichever is greater.
- B.** A banner permit may be issued for each occurrence not to exceed two, 14-day periods and one, 21-day period per calendar year per establishment.
- C.** Feather flags are limited to one flag per business and must be located out of right-of-way or at least ten feet from the back of the curb or edge of the pavement of the adjacent street, whichever is greater. Feather flags are permitted for no more than two, 14-day periods and one, 21-day period each calendar year.



## 207-6.8. 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. The City Council may request a hearing to review the site plan and sign permit. This section does not apply to electronic billboards.

### A. Permitted Districts

Electronic messaging signs are permitted in the following zoning districts:

1. CI - Civic institutional district.
2. OP - Office professional district.
- 3.
4. BG - General business district.
5. HSB - Highway service business district.
6. LM - Light manufacturing district.
7. TC-MU - Towne center mixed-use district.
8. MU - Mixed-use district.
9. Residential districts, NR, and TC-R with an approved special use permit.

### B. Sign Types to Utilize Electronic Message Boards

Electronic messaging may be an element of a monument, freestanding, 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 must meet the size and placement requirements of this subsection.

1. Maximum allowable electronic message board sign area as an element of:
  - a. Monument sign: 50% of allowable sign area in Sec. 207-6.4.B.5.
  - b. Menu board/pre-menu board: 100% of allowable sign area in Sec. 207-6.4.B.12 and 207-6.4.B.13.
  - c. Fuel pump canopy: 100% of allowable sign area in Sec. 207-6.4.B.6..
  - d. Window/door: 100% of allowable sign area in Sec. 207-6.4.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 square feet in total display area.
  - e. Freestanding sign: 100% of allowable sign area in Sec. 207-6.4.B.8.
  - f. Electric Vehicle (EV) Charging Station: 100% of allowable sign area in Sec. 207-6.4.B.15.
2. Sign area variances of Sec. 207-6.6.C are not allowed and may only be considered by the Board of Appeals

#### **D. Duration of Display**

1. Any electronic message displayed shall remain unchanged for a minimum of 10 seconds before switching messages.
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.

#### **E. Intensity of Light**

1. The maximum luminance produced by the sign may not exceed three-tenths foot-candles greater than the ambient light level.
2. The light level produced by the sign is measured using the following equation based on typical sign-to-viewer distance: the square root of the product of the sign area and 100. Example using a 12 square foot sign:
$$\sqrt{(12 \times 100)} = 34.6 \text{ ft. measuring distance}$$
3. Automatic dimming capability must adjust the sign's illumination to the ambient light at all times of the day or night.

#### **F. Default Control**

1. The sign must 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 that the sign is not complying with the standards of this section.

### **207-6.9. General Procedures**

The following procedures must be followed by all persons erecting signs:

#### **A. Conformance and Permits**

All signs erected, replaced, modified or relocated must be in conformance with all ordinances and codes of the City. A sign permit must be secured from the Director. This permit must be issued before installation or modification of any sign. No permit is required for any change of copy on a sign provided no modification is made to the size or location of the sign. No permit is required for those signs exempt under Sec. 207-6.5 (Signs Exempt). The discretion of any City official reviewing a sign permit application is to determine if the application and the proposed sign are in compliance with this section. No official reviewing a sign permit application or building or electrical permit application for a proposed sign may 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 6 feet in height above grade; or
  - c. Signs on walls with a height exceeding 4 feet; or
  - d. Signs that are internally illuminated.
2. Signs that require design by a Georgia registered professional engineer:
    - a. Signs that exceed 50 square feet in area that are either monument signs or signs with supporting structures.
    - b. Signs that exceed 12 feet in height above grade.
  3. Documentation required for plan review and obtaining a building permit:
    - a. A sign location plan is required.
    - b. In order to obtain a building permit, three complete sets of drawings must be submitted to the planning and development department. The drawings must clearly indicate the structural and electrical construction requirements for each proposed sign and at a minimum contain the information described in clauses 4 and 5 below. The drawings must 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.
  4. Electrical drawing(s) plan review requirements:
    - a. Drawings for each illuminated sign must clearly indicate the electrical requirements including the size and location of the electrical disconnect the type and size of the wire, the conduit size and estimated load.
    - b. Electrical service for monument and freestanding signs to be provided by underground service only, overhead or solar powered electrical service is prohibited.
    - c. Drawings must also specify the name of a nationally recognized organization as applicable to the illuminated sign to be installed.
    - d. Electrical installations must 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 must clearly specify the required materials, sizes, and locations for all structural components. Complete details must 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 must be clearly indicated on the drawings including, but not limited to, footing size and reinforcement, 28-day compressive strength of concrete, anchor bolt size and embedment depth.

- c. Drawings for signs that require design by a Georgia registered professional engineer must contain the following minimum design data in addition to the information required in sentences a and b immediately above:
  - i. State on drawings that the design complies with the SBCCI Standard Building Code;
  - ii. State on drawings that the wind load design complies with ASCE 7 (minimum design loads for buildings and other structures);
  - iii. Basic wind speed (mph), design wind pressure (PSF), exposure category (B or C);
  - iv. Minimum required soil bearing capacity (PSF);
  - v. Structural material specifications (including but not limited to ASTM designation, yield strength (SKI), and material grade, if applicable).
6. Inspection requirements:
  - a. Drawings for sign structures that have been reviewed and approved by the Director must be kept readily accessible at the job site at all times during construction. The building permit card must be posted in the immediate vicinity of the proposed ground sign location.
  - b. The electrical subcontractor must submit a completed subcontractor affidavit to Department at least 2 days before 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:
    - i. A foundation inspection is performed after excavation and before concrete placement with steel reinforcement, anchor bolts, and structural posts in place.
    - ii. An electrical inspection is performed only after the foundation has been inspected and approved by the City inspector.
    - iii. A final inspection is performed after completion of all construction and a building final is issued.
    - iv. Erosion and sediment control measures shall be maintained throughout construction in accordance with City ordinances and procedures.

## **B. Application Procedure**

Applications for sign permits required above must be filed by the sign owner or their agent with the Department upon forms furnished by the Director.

1. Applications must 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 alternative method of location may be used.
  - b. Type of sign as defined in this section.

- c. Plans indicating the dimensions of the sign, sign area, height, and mounting details.
  - d. Plans indicating its 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 their agent, granting permission for the placement and/or maintenance of the subject sign.
  - g. The name, address, phone number and business license number of the sign contractor.
2. The Department must complete its review of the application within 15 working days of the date of application and either approve or deny the application. If the application is incomplete or contains insufficient information as described in clause 1 above, it must be denied. If the Department fails to approve or deny the sign within 15 working days, the applicant may post the sign as if approved.

### **C. Expiration Date**

A sign permit becomes null and void if the sign for which the permit was issued has not been completed within 6 months after the date of issuance.

### **D. Sign Fees**

No permit may be issued until the appropriate application has been filed with the Department and fees have been paid. If any person, company, firm or corporation begins work for which a permit is required by this section without taking out a permit, they must pay three times the amount of the applicable above-described fee

## **207-6.10. Nonconforming Signs**

### **A. General**

Nonconforming 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 requirements of this section, unless the damage to the sign was caused by circumstances beyond the owners control in accordance with O.C.G.A. § 32-6-83, in which case the owner m either repair or remove the sign. However, no other structural repairs, changes in shape, size or design to nonconforming signs or replacement of nonconforming signs are permitted except to make a nonconforming sign comply with all requirements of this section.

### **B. Billboard Conversion and Reduction**

#### **1. Eligibility for use as a Conversion Structure**

Any legal nonconforming billboard existing before the effective date of this UDO 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 is eligible for use as a conversion structure under the provisions of this paragraph B.

## **2. Exchange Ratio and Permitting**

Notwithstanding any other provision of this Sec. 207-6 (Signs), any eligible conversion structure may be modified to an electronic billboard, provided that the applicant removes from within the City of Snellville an equal number of removal structures and billboard sign 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 is entitled to obtain a permit, upon proper application, for the conversion of a conversion structure to an electronic billboard, which permit must provide that the conversion structure may not be converted to an electronic billboard until the removal structure has been fully removed. Each permit will grant the applicant a period of not less than 1 year to complete conversion of the conversion structure after removal of the removal structure.

## **3. Construction**

In addition to the replacement of the billboard sign face(s) with the electronic billboard, the applicant is 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 City Council.

## **4. Operation of Electronic Billboards**

Each electronic billboard must be operated in accordance with the following requirements:

- a. The electronic billboard may include the entire sign face, but may not exceed 672 square feet in size;
- b. Only static messages may be displayed on the electronic billboard. Each individual static message must 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 may not include any scrolling, blinking, fading, frame effects, or other graphics. Animation, flashing, blinking, and video images are prohibited;
- c. Each electronic billboard must contain a light sensing device which will adjust the sign face brightness to account for changing ambient light conditions. The maximum brightness produced by each sign face may not exceed three-tenths foot candles above ambient light levels as measured at five feet above the ground at a distance of 250 feet from the sign face.
- d. Each electronic billboard owner or operator must 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 paragraph B, or otherwise violates State operational standards, the electronic billboard must either be turned off, display a blank image, or the display frozen to a single image until it can be repaired.
- e. Each electronic billboard owner must 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 must coordinate with the Snellville Police Department to permit the display of local emergency messages where appropriate.
  - f. Where located on a State-controlled route, each electronic billboard must obtain all necessary permits from GDOT or other applicable regulatory agencies.

## **207-6.11. Maintenance and Removal**

### **A. Sign Maintenance**

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

### **B. Dangerous or Defective Signs**

No person may 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 must be removed or repaired by the owner of the sign or the owner of the premises.

### **C. Removal of Signs by the Director**

The Director must 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 must prepare a notice which describes the sign and specifies the violation involved and which states that, if the sign is not removed or the violation is not corrected within 10 days, the sign will be removed in accordance with the provisions of this subsection

### **D. Notice**

For all signs the notice must 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 must be mailed to or delivered to the owner of the sign and/or the occupant of the property.

### **E. Appeal/Administrative Review**

Any person with an interest in the sign or the property may appeal the determination of the Director ordering removal or compliance by filing a written notice of appeal with the Board of Appeals within 30 days after the date of mailing of the notice of violation, or 30 days after receipt of the notice if the notice was hand-delivered not mailed. The Board of Appeals must review said application at the next regularly scheduled meeting. If the Board of Appeals fails to reach a decision (excluding postponement of meeting or agenda item) during its next regularly scheduled meeting, the appeal will be deemed to be granted. Applications for appeals are subject to provisions of Chapter 100 of this UDO.

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