

Appendix "B" Standards:Appendix "B" – Revised 1.20.09

**DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE  
CITY OF PERRY**

**ARCHITECTURAL AND SIGNAGE CONTROL STANDARDS FOR  
CERTIFICATE OF APPROPRIATENESS PERMITS**

These standards have been established under the authority of the City of Perry Land Development Ordinance; specifically, Article IV, Section 45, Sub-Section 45.3 of said ordinance.

The Downtown Development District Ordinance was enacted to provide Standards for Architectural and Signage Control. The purpose is to make the Downtown Development District a more visually attractive and historically accurate area that will enhance the natural and visual assets of the District, its gateways and corridors.

The intent of these standards is to provide necessary information to facilitate development design, plan review, ensure the preservation of the District and enforcement process in order that the provisions of the ordinance are administered in the most effective, efficient and economical manner.

**2.01 DEFINITIONS**

- 1) Awning: A structure made of cloth, metal, or material with frames attached to and projecting from a building which provides protection but without supports to the ground.
- 2) Animated Sign: A sign having action, motion, movement, changeable copy, or flashing color changes that are activated by electrical energy, electronic energy or other manufactured sources of energy supply, but not including wind-activated movement such as in flags, banners or pennants, or mechanical movement signs. Animated signs include grids of flashing lights or mechanical elements in patterns that give the perception of movement, as in chasing lights or programmable displays. For the purpose of this Title, an animated sign shall not be considered a mechanical movement sign if the only mechanical movement in the sign relates to the movement of grids to produce programmable displays.
- 3) Banner: A sign of paper, cloth, plastic or vinyl with no other substantial backing, affixed to any building or structure.
- 4) Banner, Decorative: A sign of paper, cloth, plastic or vinyl with no other substantial backing hung or projecting from a pole, provided said sign is not commercial in nature and does not advertise a specific product or item.
- 5) Billboard: see Outdoor Advertising Sign
- 6) Box Cabinet: A box cabinet is a sign designed so that the display surface and its sides create depth, generally so that the display surface may be lighted by bulbs or channeling inside of the cabinet. Signs formed by independent letters, designed so that each letter constitutes an individual cabinet that may be individually lighted by interior channeling, are not included.

- 7) Canopy: A structure made of cloth, metal, or other material whose frames are support by posts affixed to the ground. A canopy may be attach to a building (porte-cochere) or free standing such as those used to cover gasoline islands.
- 8) Civic Event Sign: A sign posted to advertise or provide direction to a civic event sponsored by the city, a school, church, civic fraternal organization, or similar non-commercial organization.
- 9) Door: A usually swinging or sliding barrier by which an entry to a building or structure is closed and opened. For the purpose of this article, each door installed in a multi-door entry shall be considered a separate door.
- 10) Door Signs: Any type of sign attached to a door (including the door frame or jamb), the lettered, numbered, pictorial or sculptured matter of which is visible from the exterior of the premises.
- 11) Eaves: Lowest horizontal line of any roof.
- 12) Erect: To build, construct, attach, hang, place, suspend, affix or fabricate, which shall also include painting of wall signs or other graphics.
- 13) Façade: Any face of a building. The dominant façade of the building is where its principal entrance is located and which may or may not face the street upon which its legal address is located.
- 14) Mechanical Movement Sign: A sign having parts which physically move, rather than merely appearing to move as might be found in an animated sign. This physical movement may be activated electrically or from another power source but shall not include wind-activated movement such as occurs with flags or banners. For the purpose of this Title, mechanical movement signs shall not include any animated sign where the only mechanical movement in the animated sign relates to grids used to produce programmable displays.
- 15) Neon Tubing: Electric discharge, cold cathode tubing manufactured into shapes that form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters and filled with inert gases.
- 16) Nudity: See Section 15-142 of Perry City Code.
- 17) Obscene: See Section 15-142 of Perry City Code.
- 18) Obsolete: A sign is obsolete when the message or content references a business, lessor, owner, product, service, or activity that is no longer located on the premises, or when it is no longer maintained and is in a dilapidated condition.
- 19) Parapet: A low protective wall or railing along the edge of a roof.
- 20) Pennant: A small, triangular or rectangular flag or multiples thereof, individually supported or attached to each other by means of a string, rope or other material and meant to be stretched across or fastened to buildings, or between poles and/or structures. Pennants are prohibited in the DDA.
- 21) Plaque: A small sign attached near a building entrance approximately at eye level.
- 22) Porte-Cochere: A porch roof or canopy projecting over a driveway, street or sidewalk and providing shelter at the entrance of a building.

- 23) Programmable Display Signs: Animated sign made up of a field of individual electronic elements, such as a LED display, or mechanical grids that, when programmed and activated, create still or moving images or words. The elements may be internally illuminated or may be illuminated by reflected light. The sign may be framed by permanent, nonmoving signage.
- 24) Sign: Any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, trade names or marks, or combinations thereof, by which anything is made known, such as the designation of an individual, a firm, an association, a profession, a business, a commodity, or product which are visible from any public way and used as an outdoor display.
- 25) Sign Area: The smallest square, rectangle, triangle, circle, or combination thereof encompassing the entire advertising area excluding architectural trim and structural supports.
- 26) Sign, Attached: A sign attached to or affixed to a building, canopy or awning.
- 27) Sign, Business Identification: A sign that directs attention to an establishment on the premises where such sign is located.
- 28) Sign, Changeable Copy: A sign whose message or content can be changed without permanently altering the sign face but not by electrical means such as in an animated sign, excluding professional or institutional directories. Also referred to as reader boards, stringer boards or poster boards.
- 29) Channel Letter Sign: A wall sign with fabricated or formed three-dimensional letters that may accommodate a light source.
- 30) Sign, Character: A figure or statue used to draw attention to a business or display a message.
- 31) Sign, Construction: A temporary sign whose message and content is limited to the project name, identification of architects, engineers, contractors, and other individuals or firms involved with the construction, the name of the building, the intended purpose of the building, and the expected completion date.
- 32) Sign, Directional: A sign whose message and content is solely intended to direct pedestrian or vehicular traffic and not for advertising businesses, products, or services.
- 33) Sign, Double-Faced: A sign with two (2) identical display areas back to back (sometimes called a Fin Sign) or with an interior angle between the signs of sixty (60) degrees or less where each sign is designed to be seen from a different direction. A Sidewalk Sign is a small version of a Double-Faced Sign.
- 34) Sign, Event: A temporary sign for special exhibits, shows, promotions, occasions, business openings/closings or other such events. See Section 106.5.12 of the Perry Land Development Ordinance.
- 35) Signs, Frame: A sign affixed to the front of a building near the entry which consist of a box with glass face or picture frame which contains items of interest to the public. For example a menu at a restaurant or photos of home for sale at a real estate office.
- 36) Sign, Free Standing: Sign not attached to a building or other improvement but instead permanently erected upon or standing on the ground and usually supported from the ground by one or more

- poles, columns, uprights, braces or cement anchors. Free-standing signs do not include portable signs.
- 37) Sign, Ground: A Free-Standing sign erected on one or more poles or similar support. (In the DDA district ground signs shall include a base of a landscaped planting area or planter box which is at least the length of the sign and display area plus structural supports and of sufficient width to allow for sustaining planted vegetation.)
- 38) Signs, Halolit; Halolighting. “Halolit” or “halolighting” means illumination of individual letter, number or graphics having an opaque surface by the use of internal, reverse illumination where the light source is not directly visible. Channel lettering may be “Halolit”.
- 39) Sign Height: Height of a sign shall be considered to be the vertical distance between the highest part of the sign structure and the average of the adjacent grade at the time of construction or the adjacent grade existing prior to construction and any earth disturbance at the site, whichever is lower.
- 40) Sign, Illuminated–Direct: A sign, which emits light. Also referred to as internal lighted sign.
- 41) Sign, Illuminated–Indirect: A sign lighted by an external light source. Also referred to as an externally lighted sign.
- 42) Sign, Monument: A Free-Standing Sign not erected on one or more poles or similar supports but erected to rest on the ground or to rest on a monument base designed as an architectural unit with the sign.
- 43) Sign, Neon: A sign manufactured utilizing neon tubing, which is visible to the viewer.
- 44) Sign, Non-Commercial: A sign whose message or content is not commercial in nature, but is instead political, personal, religious, or otherwise constitutes non-commercial speech protected by the First Amendment of the United States Constitution.
- 45) Sign, Official: A sign of a non-commercial nature erected in the public interest by or on the order of a government, including safety signs, traffic and street signs, commemorative signs and official or legal notices issued by any court, public agency or officer.
- 46) Sign, Off-Premises: A sign whose message or content directs attention to a business, commodity, service, or entertainment not exclusively related to the premises on which said sign is located or affixed.
- 47) Sign, On-Premises: A sign whose message or content directs attention to business, commodity, service, or entertainment located on the same lot on which said sign is located.
- 48) Sign, Outdoor Advertising: A structural poster panel or painted sign, either free standing or attached to a building for the purpose of conveying information, knowledge, or ideas to the public about a subject unrelated to the premises upon which it is located. Also known as a billboard sign.
- 49) Sign, Political Election: A temporary sign pertaining to an election whose message or content express voter support for a particular issue, political party, or candidate for public office.

- 50) Sign, Portable: Any sign which is mounted or designed for mounting on wheels, or which is mounted or designed for mounting on a vehicle, and the primary purpose of which is advertising.
- 51) Sign, Post and Arm: A freestanding sign comprised of a vertical post to which a perpendicular arm is attached and from which a sign hangs.
- 52) Sign, Projecting: A sign attached and extending out from a building, such as a hanging or fin sign.
- 53) Sign, Pylon: A freestanding sign erected on a pylon(s) or post(s). Also known as a pole sign.
- 54) Sign, Real Estate: A temporary sign whose message and content is limited to the advertising of the real property upon which the sign is located.
- 55) Sign, Roof: A sign projecting over or attached to the roof or its structural components.
- 56) Sign, Segmented; Segment: “Segmented” means a sign where the message surface contains deliberate visual demarcation used to divide the message area of the sign into a separate message compartment. “Segment” shall mean a separate message compartment in a segmented sign.
- 57) Sign, Sidewalk: A sign consisting of two placards fastened together at the top with hinges designed to be placed on sidewalks. These are commonly known as sandwich board signs.
- 58) Sign Structure: A structure composed of a single pole or multiple poles which is located on the ground or on top of another structure and which supports no more than two (2) signs.
- 59) Sign, Temporary: Any sign that is not a permanent or portable sign.
- 60) Sign, Wall: A sign attached to or affixed on a wall or building with the display surface parallel to the wall. Wall signs also include painted signs on walls.
- 61) Under Canopy Signs: A sign hanging from underneath a structure or canopy over a pedestrian thoroughfare or walkway.

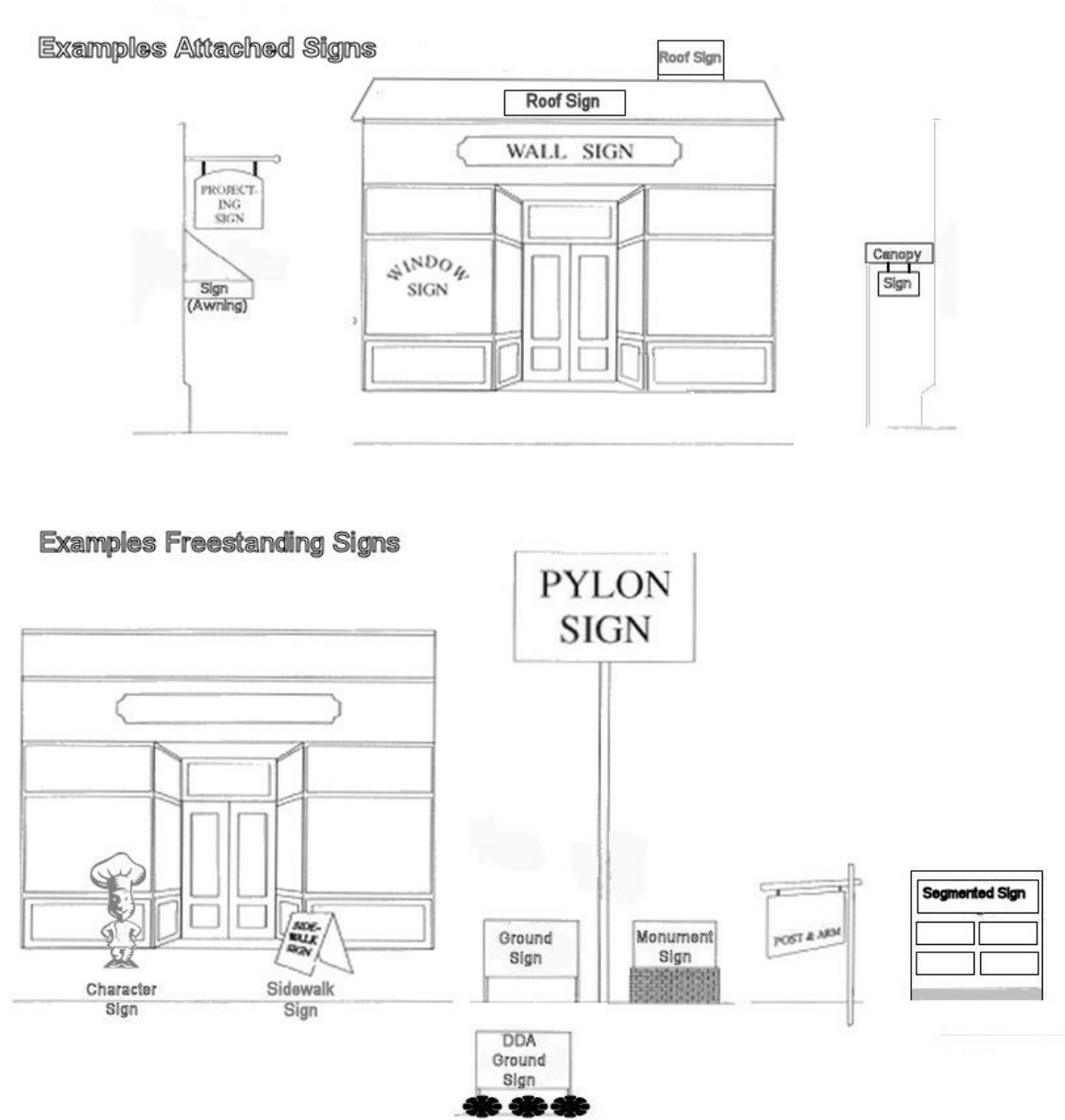


Figure 1. Sign Types.

**2.02 – TEMPORARY SIGN PERMITS**

One (1) temporary sign permit may be issued for thirty (30) day periods, provided that each such use shall be separated by a ninety (90) day interval. Such temporary sign shall not exceed sixteen (16) square feet. A sign permit shall be required prior to erecting the temporary sign. The temporary sign shall be affixed flat to a building wall by metal fasteners. Only one (1) temporary sign shall be erected per business and must advertise or convey information concerning the premises upon which the sign is located. Such temporary signs are permitted in addition to any other signs otherwise permitted under the provisions of this article.

### 2.03 PROHIBITED SIGNS

(1) Signs Imitating Warning Signal. No sign shall display intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, nor shall any sign use the words "stop," "danger," or other message or content in a manner than might mislead or confuse a driver.

(2) Private Signs on Public Property. No sign, except as provided herein, is permitted within any street or highway right-of-way or on public property. No sign shall be placed so it will cause danger, either by obscuring a view, or otherwise.

(3) Flashing Signs. No signs that flash, blink, rotate, revolve, have moving parts, or changing electronic, digital or visual messages shall be permitted. No signs containing reflective elements that sparkle in the sunlight or that contain luminous paint that glows in the dark shall be permitted. Signs indicating the current time and/or temperature are permitted, provided they meet all other provisions of this Article. Animated and programmable display signs are specifically prohibited. LED price signs at gas stations shall be allowed provided they do not change more than one (1) time per hour.

(4) Obstructions. No sign shall obstruct any fire escape, window, door or opening usable for fire prevention or suppression, or prevent free passage from one part of a roof to any other part thereof. No sign shall extend above a parapet wall, be affixed to a fire escape, or interfere with any opening required for ventilation.

(5) Attached and Painted Signs. Signs shall not be painted on or attached to trees, fence posts, utility poles, or rocks or other natural features.

(6) Obscene Signs. Obscene signs shall not be permitted.

(7) Portable Signs. Portable signs shall not be permitted, with the exception of on-premises real estate signs.

(8) Signs on the Property of Another. Outdoor advertising signs (billboards) are prohibited.

(9) Neon Tube Signs. Neon tube signs shall be prohibited.

(9) Fluttering Signs. Fluttering ribbons, streamers, pennants, flags, buntings, banners or other similar devices shall not be permitted, with the exception of flags displayed to commemorate national holidays. Inflatable objects are specifically prohibited.

(10) Roof Signs. Roof signs, including signs painted or adhered on roofs, shall not be permitted.

### 2.04 EXEMPT SIGNS

No permit shall be required for the construction, erection or location of the following signs:

- 1) Real estate signs advertising the sale, rental, or lease of the land or building upon which signs are located, provided there shall be no sign in excess of thirty-two (32) square feet and no more than one (1) such sign per street frontage.
- 2) Professional name plates not exceeding two (2) square feet in area, such signs to be non-illuminated and attached to the building.
- 3) Construction signs located on the premises relating to active construction projects.

- 4) Memorial signs or tablets, including names of buildings and date of erection when cut into masonry, bronze, or other materials.
- 5) Traffic or other municipal or public signs or notices posted or erected by or at the direction of a governmental agency.
- 6) Customary signs, in conjunction with building usage, including mailbox lettering, building numbers, and other similar usage.
- 7) Non-advertising directional signs or symbols (“entrance”, “exit”, “no trespassing”, etc.) located on and pertaining to a parcel of private property, none to exceed four (4) square feet in area.
- 8) Official flags, emblems, or insignia of the United States, the State of Georgia, other countries and states, or religious groups, civic organizations or non-profit service clubs not advertising a product or service.
- 9) Seasonal displays and decorations not advertising a product, service or entertainment.
- 10) Decorative banners sponsored by a governmental agency, the Downtown Development Authority, or the Perry Area Chamber of Commerce, provided that such signs shall not violate any provisions of Section 106.2.7 unless otherwise provided for under this subsection.

All signs requested under this subsection shall be made through the Zoning Enforcement Officer who shall review the request to ensure that all applicable provisions of the ordinance have been adhered to prior to giving approval. If a request involves placing a decorative banner on public right-of-way, including over any publicly owned street, then it shall be forwarded to the City Manager for City and/or Georgia Department of Transportation approval where applicable.

- 11) One character sign per business shall be permitted without a permit. However, the DDA shall review and approve all character signs.

## **2.05 SIGN STANDARDS**

- 1) Business sign or signs shall have a maximum aggregate area not to exceed sixty-four (64) square feet. Each lot shall be permitted one (1) monument or ground sign per street frontage not to exceed thirty-two (32) square feet. A maximum of two (2) monument signs are permitted per lot. Attached or wall signs shall not exceed thirty-two (32) square feet and shall not project more than three feet (3') beyond the face of the building unless attached to, or painted on, an awning or canopy.

Shopping centers shall be allowed one (1) shopping center identification monument or ground sign per street frontage. A maximum of two (2) monument signs are permitted per shopping center. The sign shall have a maximum aggregate area not to exceed sixty-four

(64) square feet. The only freestanding signs permitted at shopping centers shall be shopping center identification signs. Individual business attached signs within a shopping center shall not exceed thirty-two (32) square feet per business. Wall and attached signs within shopping centers shall be channel letter signs. The letters on a required channel letter sign shall not exceed eighteen inches (18") in height.

- 2) The monument and ground signs shall have a maximum height of fifteen feet (15'), or twenty feet (20') for shopping center identification signs, measured from the ground immediately adjacent to the sign. No person shall artificially increase the maximum height of a sign by altering the grade at the base of the sign.

In lieu of a monument or ground sign(s), each business shall be permitted to have one (1) post and arm sign per street frontage provided that there is no paved area, excluding sidewalks, between the building and the public right-of-way. The post and arm sign shall have a maximum height of ten (10) feet and a maximum sign area of twelve (12) square feet.

- 3) Freestanding monument and ground signs must include a base of a landscaped planting area or planter box which is at least the length of the sign and display area plus structural supports and of sufficient width to allow for sustaining planted vegetation.
- 4) Sidewalk signs shall have a maximum height of four (4) feet when displayed. Only one sidewalk sign shall be permitted per business not to exceed six (6) square feet per sign face. The signs shall not be a nuisance for pedestrians and shall be displayed only during business hours.
- 5) Temporary signs are permitted in accordance with Section 2.02.
- 6) The provisions of the laws of the State of Georgia concerning campaign posters as set out in Official Code of Georgia Annotated 16-7-58 shall be enforced in the city, and the municipal court shall act as a committal court for violations thereof.
- 7) Projecting signs shall be securely fastened to the building and meet all applicable building codes. Said signs shall maintain a clear height of six (6) feet six (6) inches above ground level and a maximum projection from face of building of eight (8) feet. The sign shall not project into a vehicular use area.
- 8) No sign shall project above the height of a parapet.
- 9) All freestanding signs shall display the numerical municipal address except those freestanding signs designed to be viewed from a street which is different from the street which the business is addressed.
- 10) Under Canopy Signs: May be no larger than six (6) square feet and must be no less than six (6) feet six (6) inches above the finish grade at the lowest extremity of the sign and attached to the supporting structure at no less than two (2) points. Permissible sign area shall be considered inclusive of the total sign area allowed for the building/property.
- 11) Historically significant signs as determined by the Downtown Development Authority are exempt from these standards.

## **2.06 CONSTRUCTION AND MAINTENANCE OF SIGNS**

- 1) All signs and supporting structures shall be securely built and erected in conformance with the requirement of the Ordinance and any other applicable code requirements.
- 2) All signs, together with all supporting structures, shall be well maintained and kept in a good state of repair. Without limiting the foregoing, the following maintenance shall be required for all signs and supporting structures.
  - A. They shall be kept free from rust, dirt and chipped, cracked or peeling paint.
  - B. Hanging, dangling, torn or frayed parts shall be repaired.
  - C. Burned-out bulbs shall be replaced
  - D. Graffiti and unauthorized sticker shall be removed.
- 3) Any sign or sign structure now or hereafter existing which is abandoned or no longer advertises a bonafide business or a product sold shall be taken down and removed by the owner, agent, or person having beneficial use of the building, structure, or land upon which such sign shall be found, within thirty (30) days after written notification by the Zoning Enforcement Officer. Failure to remove such sign on notification shall be a violation of this Ordinance. A sign shall be deemed to have been abandoned if it is located on property which becomes vacant and unoccupied for a period of three (3) months or more or if it pertains to a time, event or purpose which no longer applies. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management shall not be deemed abandoned unless the property remains vacant for a period of six (6) months or more.

## **2.07 NON-CONFORMING SIGNS**

- 1) When a sign exists on or before the effective date of these regulations and such sign would not be erected under the provisions of these regulations, said sign shall be deemed to be non-conforming. *Section 2.07(1) – Rev.4.07.07*
- 2). A non-conforming outdoor advertising sign which has been discontinued for any reason for a continuous period of one (1) year, shall not be re-established. A non-conforming outdoor advertising sign which is hereafter, damaged or destroyed to an extent exceeding fifty (50) percent of the reasonable estimated replacement cost of the sign may not be reconstructed or restored.

## **2.08 SIGNAGE CERTIFICATE OF APPROPRIATENESS**

All signs shall require a Certificate of Appropriateness issued by the DDA prior to erecting the sign. The DDA may exempt signs which are in conformance with the Standards for Architectural and Signage Control at their sole discretion.

## 2.09 ARCHITECTURAL STANDARDS

- 1) The intent of this section is to encourage and maintain the viability and visual compatibility of structures in the Downtown Development District.
- 2) Within the Downtown Development District, new construction and existing buildings, structure, and appurtenances attached thereto which are moved, reconstructed, materially altered, repaired or painted, including repainting the same color, shall be visually compatible with buildings, squares, and places to which they are visually related generally, in terms of the following factors:
  - a) Height. The height of the proposed building shall be visually compatible with adjacent buildings.
  - b) Proportion of Building From Façade. The relationship of the width of building to the height of the front elevation shall be visually compatible with buildings, squares, and places to which it is visually related.
  - c) Proportion of Openings Within the Facility. The relationship of the width of the windows in a building to the height of the windows shall be visually compatible with buildings, squares, and places to which it is visually related.
  - d) Rhythm of Solids to Voids in Front Facades. The relationship of solids to voids in the front façade of a building shall be visually compatible with buildings, squares, and places to which it is visually related.
  - e) Rhythm of Spacing of Buildings on Streets. The relationship of buildings to open space between it and the adjoining buildings shall be visually compatible to the buildings, squares, and places to which it is visually related.
  - f) Rhythm of Entrance and/or Porch Projection. The relationship of entrances and porch projections to the sidewalks of a building shall be visually compatible to the buildings, squares, or places to which it is visually related.
  - g) Relationship of Materials. Texture and Color. The relationship of the materials, texture and color of the façade of a building shall be visually compatible with the predominant materials in the buildings to which it is visually related.
  - h) Roof Shapes. The roof shape of a building shall be visually compatible with the buildings to which it is visually related.
  - i) Walls of Continuity. Appurtenances of a building such as walls, wrought iron, fences, evergreen landscape masses, building facades shall if necessary, form cohesive walls of enclosure along a street, to ensure visual compatibility of the building to the buildings, squares, or places to which it is visually related.
  - j) Scale of a Building. The size of a building, the building mass of a building in relation to open spaces, the windows, door openings, porches and balconies shall be visually compatible with the buildings, squares and places to which it is visually related.
  - k) Directional Expression of Front Elevation. A building shall be visually compatible with the buildings, squares and places to which it is visually related in the directional character, whether this is vertical character, horizontal character or non-directional character.

- l) Temporary structures are permitted for construction projects or catastrophic loss. These structures require approval from the Downtown Development Authority.
- 3) Colors: Colors should be in keeping with color palettes currently in use, or of historical significance to the City of Perry. The Downtown Development Authority may suggest or make available certain color palettes, which are not required to have a Certificate of Appropriateness.

## **2.10 ARCHITECTURAL CERTIFICATE OF APPROPRIATENESS**

### 1) Architectural Approval:

- a) Repairs: Repairs or maintenance required including changing of doors, windows, roofing, decayed wood or repainting are exempt from the hearing procedure provided the repair does not significantly alter the existing structure.

## **2.11 PERMITS**

All required building permits, zoning approvals and Certificate of Appropriateness shall be secured from the Community Development Department prior to commencement of work.