

Section 106. Signs

Section 106.1. Purpose and Findings. The Mayor and Council find that signs provide an important medium through which individuals may convey a variety of messages. However, left completely unregulated, signs can become a threat to public safety as a traffic hazard and detriment to property values and the City's overall public welfare as an aesthetic nuisance. By enacting this ordinance, the Mayor and Council intend to:

- (a) Balance the rights of individuals to convey their messages through signs and the right of the public to be protected against the unrestricted proliferation of signs;
- (b) Protect the public health, safety, and welfare;
- (c) Reduce traffic and pedestrian hazards;
- (d) Maintain the historical image of the City;
- (e) Protect property values by minimizing the possible adverse effects and visual blight caused by signs;
- (f) Promote economic development; and
- (g) Ensure the fair and consistent enforcement of sign regulations.

106.2. Definitions. Certain words and terms used herein are defined and interpreted as follows:

Air and Gas Filled Object: Any sign using, either wholly or in part, forced air or other gas as a means of supporting its structure.

Aggregate sign area: shall mean the area of all signs on a parcel, excluding the area of one face of all double-faced signs and exempt signs as listed in Section 106.10.

Attention Getting Object: Any pennant, valance, propeller, ribbon, streamer, 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: A roof like cover made of cloth, metal, or material constructed with a rigid frame which projects from the wall of a building for the purpose of shielding a doorway or window from the elements and is not affixed to the ground.



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, Decorative: A sign of 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.



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

Billboard sign: A structural poster panel or painted sign, greater than three hundred (300) square feet either free standing or attached to a building or structure for the purpose of conveying information, knowledge or ideas to the public about a subject unrelated to the premises upon which it is located.

Building Wrap: A graphic applied to vinyl, durable mesh or cloth and applied to a large portion or even the entire exterior surface of a building consisting of images, words, or other graphic embellishments designed to attract attention to the building.

Canopy: A structure made of cloth, metal, or other material whose frames are supported by posts affixed to the ground. A canopy may be attach to a building or free standing such as those used to cover gasoline islands.



Flag: Any fabric 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, 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.



Mural: A mural is any piece of artwork non-commercial in nature painted or applied directly on a wall, ceiling or other large permanent surface.

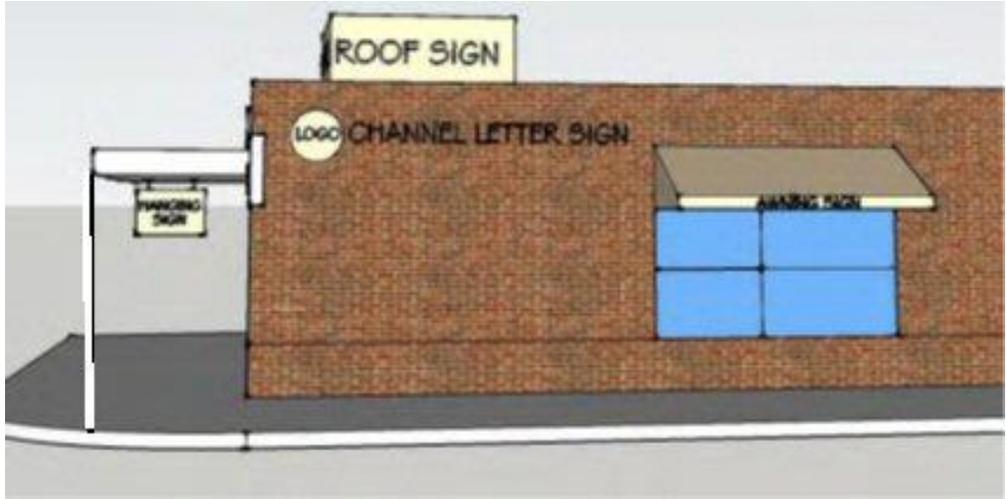
Parcel: Shall mean a separate tax unit of real property on county real estate records.

Pennant String: A strand or string with pennants, flags or other objects attached.



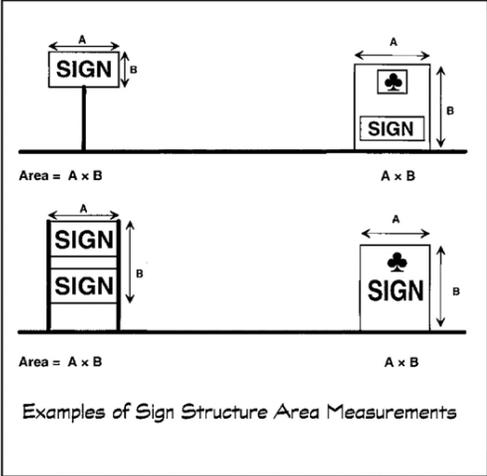
Sign: Any structure, display, device or object that is used to advertise, identify, direct, or attract attention to a business, institution, organization, person, idea, product, service, event, or location by any means, including words, letters, figures, design characteristics, symbols, logos, fixtures,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





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

Sign Area: The smallest square, rectangle, triangle, circle, or combination thereof, which encompasses one display area (face) of the entire sign, inclusive of any border and trim but excluding the base, apron, supports, and other structural members.



Sign, Awning: A sign painted, stamped, perforated, or stitched or otherwise applied on the valance of an awning, considered a wall sign for the purposes of computing aggregate sign area.



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

Sign, Canopy: A sign affixed to, superimposed upon, or painted on a canopy, considered a wall sign for the purposes of computing aggregate sign area.

Sign, Channel Letter: A Wall Sign with letters and graphics, which may be internally or externally illuminated, composed of extruded metal structures with plastic faces, wood, fiberglass or other materials. Letters and graphics shall be individually mounted to the wall surface or mounted on a raceway.

Sign, Character: A figure or statue used to draw attention to a business or display a message.



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 which has two (2) faces (display areas) placed back to back against each other or where the interior angle formed by the faces is sixty (60) degrees or less, where one face is designed to be seen from one direction and the other face from another direction.

Sign, Electronic Message/Video Boards: 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, 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. Electronic Message Boards which indicate only the time, temperature, or date or any combination thereof shall not be considered as flashing signs.

Sign, Bulletin Frame: A sign affixed to the wall of a building which consist of a box with glass face or a picture frame which contains items of interest to the public. For example a menu at a restaurant or photos of homes for sale at a real estate office.

Sign, Pole: A freestanding sign mounted on one or more poles set in the ground and of sufficient strength and size to support the display area structure which rests upon or is supported by such poles and not attached to a structure.



Sign, Ground: A freestanding sign erected on one or more poles which shall include a base of a landscaped planting area or planter box which is at least the length or the sign and display area plus structural supports and of sufficient width to allow for sustaining planted vegetation.



Sign, Hanging: A sign hanging from underneath a canopy, awning or structure over a pedestrian thoroughfare or walkway.



Sign, Internally Illuminated: A sign whose display area is illuminated from a light source internally installed in the sign's display area.

Sign, Externally Illuminated: A sign that has light cast upon the sign from an external light source directed primarily toward such sign.

Sign, Mobile: A sign which is attached to or mounted, pasted, painted or written on any vehicle, whether motorized or drawn, which is placed, parked or maintained at one particular location for the express purpose and intent of promotion, or conveying an advertising message.



Sign, Monument: A freestanding sign designed with a supporting base which 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 display area (face) and/or frame upon it and a minimum of two (2) feet in height. Decorative base and frame materials may include stone, brick, E.I.F.S. or stucco.



Sign, Neon: A sign manufactured utilizing neon tubing which is visible to the viewer.

Sign, Nonconforming: Any sign which does not conform to the provisions of this ordinance but was legal at the time of its erection.

Sign, Post and Arm: A freestanding sign comprised of a vertical post to which a perpendicular arm is attached and from which a sign display area hangs.



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: Any sign which is mounted or designed for mounting on wheels, or which is mounted or designed for mounting on a code vehicle or trailer and the primary purpose of which is advertising.

Sign, Roof: A sign attached to or supported by the roof of a building which extends above the roof line of the building.

Sign, Segmented: A sign in which the display area contains deliberate visual demarcations used to divide the message area of the sign into separate message compartments. “Segment” shall mean a separate message compartment in a Segmented Sign. Such signs are often found as Monument Signs at shopping centers.



Sign, Sidewalk: Movable sign that is not attached to a structure or the ground. Example would be an A-frame boards or similar type signs.



Sign, Spinner: Referring to a person carrying a sign that stands, walks or performs along the street to advertise, promote, or attract attention to a particular business. This definition also applies to costumed characters or street performers.



Sign, Temporary: Any sign or object 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 or signs tethered to an existing structure. Does not include 'Sidewalk Signs'.



Sign, Wall: A sign fastened to or painted on 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.

Sign, Window: A sign installed flush with or on a window and intended to be viewed from the outside.



Spinsock: A spinning Windsock.



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

106.3. Permits. All signs allowed by this ordinance, except those exempted (see 106.10) from obtaining a permit shall require a permit issued by the city prior to posting, displaying, substantially changing, or erecting a sign in the city.

106.4. Application Information. Applications for sign permits required by this ordinance shall be filed by the sign owner or the owner's agent with the Community Development Department. The application shall describe and set forth the following:

(a) The street address of the property upon which the sign is to be located and a plat map of the property, drawn to scale, showing all existing structures, including existing signage and an indication of the proposed location of the sign.

(b) The aggregate area for all signs on the parcel.

(c) The name(s) and address(es) of all of the owner(s) of the real property upon which the subject sign is to be located.

(d) Consent of the owner, or the owner's agent, granting permission for the placement or maintenance of the sign.

(e) Name, address, phone number of the sign contractor.

(f) The type of sign to be erected, the area of the sign, the height of the sign, the shape of the sign, and an explanation of how the sign is to be mounted or erected.

(g) The distance of the sign from the closest adjacent sign in either direction.

(h) The size of the parcel on which the sign is to be placed.

106.5. Time for Consideration. The City shall process all sign permit applications within (30) business days of the City's actual receipt of a completed application and accompanying sign permit fee. The Director of Community Development shall give notice to the applicant of the decision of the City by hand delivery or by mailing a notice, by first class mail, to the address on the permit application on or before the 30th business day after the City's receipt of the completed application and fee. If mailed, notice shall be deemed to have been given upon the date of mailing in conformity with this section. If the City fails to act within the thirty (30) business day period, the permit shall be deemed to have been granted.

106.6. Denial and Revocation.

(a) *Procedure:* The City shall deny permits to applicants that submit applications for signs that do not comply with the provisions of this ordinance, are incomplete applications, or applications containing any false material statements. Violation of any provision of this ordinance will be grounds for terminating a permit granted by the city for the erection of a sign. Should it be determined that a sign permit was issued pursuant to an incomplete application or an application containing a false material statement, or that a permit has been erroneously issued in violation of this ordinance, the Community Development Director shall revoke the permit. Should the city deny a permit, the reasons for the denial are to be stated in writing and mailed by first class mail or via electronic delivery to the address on the permit application on or before the 30th business day after the City's receipt of the completed application. Any application denied and later resubmitted shall be deemed to have been submitted on the date of re-submission, instead of the

date of the original submission. No permit shall be denied or revoked, except for due cause as hereinafter defined.

(b) *Appeal*: An individual whose permit application has been denied or a permittee whose permit has been revoked may appeal to the Planning Commission upon filing of a variance or administrative review application as outlined in Section 304, Such appeal shall be considered by the Commission at the next Planning Commission meeting provided the posting requirements of Section 304 are met.

(c) In the event an individual whose permit has been denied or revoked is dissatisfied with the decision of the Planning Commission, he or she may petition for writ of certiorari to the superior court as provided by law.

106.7. Permit Expiration. A sign permit shall become null and void if the sign for which the permit was issued has not been completed and installed in accordance with the permit application within six (6) months after the date of issuance. No refunds will be made for permit fees paid for permits that expired due to failure to erect a permitted sign. If later an individual desires to erect a sign at the same location, a new application must be processed and another fee paid in accordance with the fee schedule applicable at such time.

106.8. Fees. The cost of a permit shall be in an amount as determined by Mayor and Council.

106.9. Prohibited Signs. The following types of signs are prohibited in **all zoning districts** of Perry.

- a) Animated Sign;
- b) Flashing Sign;
- c) Roof Sign;
- d) Signs attached to any street sign or marker, traffic control sign or device, or attached to or painted on any pole, post, fence, tree, rock, shrub, plant or other natural object or feature;
- e) Signs which contain flashing lights or are in imitation of an official traffic sign or contain the words "stop", "go", "slow", "caution", "danger", "warning", or similar words, except for construction signs or barricades and except when the words are incorporated into the permanent name of a business;
- f) Any sign placed or erected on a property without the permission of the property owner;
- g) Signs which make use of lights, colors, characters or symbols in such a manner as to constitute a hazard;
- h) Signs which simulate an official traffic control or warning sign or hide from view any traffic or street-sign, signal or public service sign;
- i) Signs which emit or utilize in any manner any sound capable of being detected on any traveled road or highway by a person with normal hearing;
- j) Signs which interfere with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic or which otherwise pose a hazard to traffic due to structural deficiencies in the structure of such signs;
- k) Any sign that is structurally unsound, or is a hazard to traffic or pedestrians;
- l) Signs on public right-of-way except signs exempt under Section 106.10(8);
- m) Portable Sign;
- n) Mobile Sign;
- o) Temporary Sign;
- p) Streamers, pennants strings, balloons and other objects set in motion by the atmosphere;
- q) Air and Gas Filled Object Sign
- r) Beacon Sign;
- s) Attention Getting Object;

- t) Feather Flag;
- u) Building wraps as defined in Section 106.2;
- v) Obscene signs as defined by Official Code of Georgia Annotated § 16-12-80;
- w) Spinsock
- x) Windsock.

106.10. Exemptions from Sign Permit Requirements - Non-Residential Zones. In the non-residential zones, the following types of signs shall be exempt from the permit requirements of Section 106.3 and shall not count towards the maximum aggregate sign area limits provided in 106.15:

- (1) Signs not visible from public streets or intended to be seen by the traveling public.
- (2) Non-illuminated and non-commercial permanent signs used for directional purposes having a sign area of less than four (4) square feet, provided they are located on and pertaining to the parcel on which it is located and not located in the public right of way. (Such as, 'Enter', 'Exit' 'Parking', etc.)
- (3) Window signs installed for purposes of viewing from outside the premises provided such signs shall not exceed thirty (30) percent of the available window space.
- (4) Numerals displayed for purposes of identifying property location and not exceeding four (4) inches in height in residential districts and ten (10) inches in height in nonresidential districts.
- (5) Seasonal displays and decorations not advertising a product, service or establishment.
- (6) Sign spinners, costumed characters or street performers with signage devices. Any persons involved in this activity shall not block sidewalk access and shall be located away from entry and exit drives.
- (7) Professional name plates not exceeding four (4) square feet in area, such sign signs to be non-illuminated and attached to the building.
- (8) Decorative banners sponsored by a governmental agency, the Downtown Development Authority, or the Perry Area Chamber of Commerce., Perry Main Street, Perry Convention and Visitor Bureau.

All signs requested under this subsection shall be made through the Community Development Department 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.

- (9) Traffic or other municipal or public signs or notices posted or erected by or at the direction of a governmental agency.
- (10) Construction signs located on the premises relating to active construction projects.

- (11) Sidewalk signs with a maximum height of four (4) feet when displayed. Only one (1) sidewalk sign shall be permitted per business not to exceed six (6) square feet per sign face. The signs shall be placed so as not to create a pedestrian nuisance and shall only be displayed during business hours.
- (12) Signage on coin operated or electronic payment product dispensers not located within the required setback for the zoning district.
- (13) Flags: Every parcel may display no more than three (3) flags. Flagpoles in non-residential zoned districts shall not exceed sixty (60) feet in height. The dimensions of any flag shall be proportional to the flagpole height such that the hoist side of the flag shall not exceed fifty (50) percent of the vertical height.

The flagpoles, in all zoning districts, shall be no further from the structure than 50% of the distance from the face of the structure to the public right-of-way.

- (14) Historically significant signs in the Perry Main Street/Downtown Development District as determined by the Economic Development Department are exempt from these standards.

106.11. Signs in Residential Zoning Districts. Other than subdivision entrance signs allowed under Section 106.12, parcels located in residential zoning districts shall not contain signs having a sign area greater than four (4) square feet. Signs having a height of greater than five (5) feet shall not be located in residential zoning districts. Illuminated signs shall not be located in residential zoning districts. Signs meeting the standards of this section are exempt from permitting requirements.

Flagpoles in residential zoned districts shall not exceed twenty-five (25) feet in height or the height of the primary structure, whichever is less. The flagpoles shall be no further from the structure than 50% of the distance from the face of the structure to the public right-of-way.

106.12. Residential Subdivision Entrance Signs. Residential subdivisions consisting of more than two (2) parcels may erect one monument sign at each entrance to the subdivision. Such sign shall not exceed a height of ten (10) feet above the grade level of the center line of the adjacent street and shall not have a sign area greater than twenty-five (25) square feet. Such entrance signs shall not count toward the maximum allowable signage on a residential parcel.

106.13. Height and Setback Requirements.

106.13.1. All signs shall be set back as follows:

- (1) Ten (10) feet from the curb line of each street adjacent to the lot upon which the sign is situated where an authorized curb cut exists; applicable to all zoning districts;
- (2) If the right-of-way is more than ten (10) feet from the curb line as described in (1) above, the sign, including its footing or foundations, shall be located on private property (applicable to all zoning districts).
- (3) All sign heights shall be considered to be the vertical distance between the highest part of the sign structure and the average grade of the surrounding property. The level of the ground shall not be altered in such a way as to provide additional sign height.

106.14. Banners. Banners shall be permitted in non-residential zoning districts subject to the approval of a banner permit issued by the Community Development Department. The banners shall not be larger than sixteen (16) sq. ft. in area (cumulative). The banner shall be attached flat to a building wall by metal fasteners or may be freestanding if attached to a top rail and the side ground supports are braced in such a manner as to avoid sagging. A banner permit may be issued for each occurrence not to exceed two (2) fourteen-day (14) periods per calendar year per establishment.

106.15. General Size and Location Requirements in Non-Residential Districts.

106.15.1. No freestanding sign may be located within thirty 30 feet of the intersection of street right-of-way lines extended.

106.15.2. No sign shall be located on any building, fence or other property belonging to another person without the consent of the owner, and as permitted under the provisions of this ordinance.

106.15.3. Billboard Signs. Billboards shall be allowed only in non-residential zone and only by variance issued by the Planning Commission. Permitted Billboard Signs not in use after six (6) months shall be in violation of the variance and removed at the property owner's expense.

106.15.4. Non-Residential District Sign Standards. Signs permitted and regulated in the non-residential zoning districts:

A. C-1, C-2, M-1, M-2 and GU Districts

1. Pole Signs in the C-1, C-2, M-1, M-2, and GU Districts shall meet the following criteria:

- a. Pole Signs shall be limited to two such signs per parcel. Pole Signs shall not exceed a height of twenty (20) feet.
- b. Individual Pole Signs for parcels exceeding three (3) acres shall not exceed a sign area of one hundred fifty (150) square feet. The total square feet of Pole Signs shall not exceed two hundred twenty (220).
- c. Pole Signs for parcels less than three (3) acres, but equal to or greater than 30,000 square feet shall not exceed a sign area of ninety (90) square feet. The total square feet of Pole Signs shall not exceed one hundred fifty (150) square feet.
 - a. Pole Signs for parcels less than 30,000 square feet in size shall not exceed a sign area of seventy (70) square feet. The total square feet of Pole Signs shall not exceed one hundred (100) square feet.

2. Wall, Awning, Projecting and Hanging Signs in the C-1, C-2, M-1, M-2, and GU Districts shall meet the following criteria:

- a. Wall Signs shall not project more than five (5) feet above the wall.
- b. Wall Signs shall not project beyond the building face by more than 12 inches. Awning Signs shall not project beyond the building face by more than six (6) feet.
- c. The maximum aggregate area of Wall and Awning Signs shall not exceed three hundred (300) square feet or ten percent (10%) of the aggregate area of the wall faces of the premises to which the sign relates, whichever is less.
- d. 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 the face of the building of three (3) feet. No sign shall project into a vehicular use area.

- e. Hanging Signs shall not be 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. Sign area shall count towards permissible wall sign area.
 - f. The maximum Wall Sign height shall be ten (10) feet.
 - g. Each building tenant shall be limited to one Wall or Awning Sign on each wall.
3. Monument and Ground Signs in the C-1, C-2, M-1, M-2, and GU Districts shall meet the following criteria:
- a. Monument or Ground Sign area shall not exceed sixty (60) square feet and shall be limited to one such sign per parcel per street frontage. A maximum of two (2) Monument or Ground Signs are permitted.
 - b. A Monument or Ground Sign erected under this section shall be in place of, not in addition to, a Pole Sign permitted in Section 106.15.4(A)(1).
 - c. The maximum height for Monument or Ground Signs in these districts shall not exceed twenty (20) feet.

B. CP, LC, OC, and IN Districts.

1. Pole Signs in the CP, LC, OC, and IN Districts shall meet the following criteria:
 - a. Individual Pole Signs shall not exceed a sign area of thirty-two (32) square feet. The total square feet of Pole Signs shall not exceed sixty-four (64) square feet.
 - b. Pole Signs shall be limited to one such sign per parcel per street frontage. A maximum of two (2) Pole Signs are permitted per parcel.
The maximum height for Pole Signs in these districts shall not exceed twenty (20) feet.
2. Wall, Awning, Projecting and Hanging Signs in the CP, LC, OC, and IN Districts shall meet the following criteria:
 - a. Wall Signs shall not project more than five (5) feet above the wall.
 - b. Wall signs shall not project beyond the building face by more than 12 inches. Awning Signs shall not project beyond the building face by more than six (6) feet.
 - c. Wall and Awning Signs shall not exceed a sign area of one hundred (100) square feet or ten percent of the wall face of the premises to which the sign relates; whichever is less, on each street facing wall.
 - d. 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 the face of the building of three (3) feet. No sign shall project into a vehicular use area.
 - e. Hanging Signs shall not be 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. Sign area shall count towards permissible wall sign area.
 - f. The maximum Wall or Awning Sign height shall be six (6) feet.
 - g. Each building tenant shall be limited to one Wall or Awning Sign on each street facing wall.
3. Monument and Ground Signs in the CP, LC, OC, and IN Districts shall meet the following criteria:

- a. Monument or Ground Sign area shall not exceed thirty-two (32) square feet and shall be limited to one such sign per parcel per street frontage.
- b. A Monument or Ground Sign erected under this section shall be in place of, not in addition to, a Pole Sign permitted in Section 106.15.4(B)(1).
- c. The maximum height for Monument or Ground Signs in these districts shall not exceed fifteen (15) feet.

C. C-3 District

1. Post and Arm Signs in the C-3 District shall meet the following criteria:
 - a. 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 street. A maximum of two (2) Post and Arm Signs are permitted per parcel.
 - b. The maximum height for a Post and Arm sign shall be ten (10) feet.
 - c. The maximum sign area for a Post and Arm Sign shall be twelve (12) square feet.
 - d. A Post and Arm Sign erected under this section shall be in place of, not in addition to, a Monument Sign or Ground Sign permitted in Section 106.15.4(C)(3).
 - e. All Post and Arm Signs shall display the numerical municipal address except those designed to be viewed from a street which is different from the street which the business is addressed.

2. Wall, Awning, Hanging and Projecting Signs in the C-3 District shall meet the following criteria:
 - a. Wall and Awning Signs shall not have an aggregate area exceeding one (1) square foot for each lineal foot of building or store frontage, whichever is less.
 - b. Wall Signs shall not project above the wall.
 - c. Wall Signs shall not project beyond the building face by more than 12 inches.
 - d. 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 the face of the building of five (5) feet. No sign shall project into a vehicular use area.
 - e. Hanging Signs shall not be 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. Sign area shall count towards permissible wall sign area.
 - f. Wall Signs in shopping centers signs shall be Channel Letter Signs and shall not exceed eighteen (18) inches in height.

3. Monument and Ground Signs in the C-3 District shall meet the following criteria:
 - a. Monument or Ground Sign area shall not exceed thirty-two (32) square feet and shall be limited to one such sign per parcel per street frontage. A maximum of two (2) Monument or Ground Signs are permitted per parcel.
 - b. A Monument or Ground Sign erected under this section shall be in place of, not in addition to, a Post and Arm Sign permitted in Section 106.15.4(C)(1).
 - c. The maximum height for Monument or Ground Signs in this district shall not exceed fifteen (15) feet.
 - d. Monument Signs shall include a base with a landscaped plating area or plater box which is at minimum the length of the sign and the structural support and of sufficient width to allow for sustaining planted vegetation.
 - e. All Monument or Ground Signs shall display the numerical municipal address except those designed to be viewed from a street which is different from the street which the business is addressed.

4. All signs shall require a Certificate of Appropriateness issued by the Economic Development Department prior to erecting the sign. The Economic Development Department may exempt signs which are in compliance with established standards.

106.15.5. Overlay District Sign Standards. Signs permitted and regulated in the non-residential zoning districts:

A. PC, Parkway Corridor District

1. Pole Signs in the PC District shall meet the following criteria:
 - a. Pole Signs for parcels exceeding three (3) acres shall not exceed a sign area of one hundred (100) square feet. The total square feet of Pole Signs shall not exceed two hundred (200) square feet.
 - b. Pole Signs for parcels less than three (3) acres, but equal to or greater than 30,000 square feet shall not exceed a sign area of seventy (70) square feet. The total square feet of Pole Signs shall not exceed one hundred forty (140) square feet.
 - c. Pole Signs for parcels less than 30,000 square feet in size shall not exceed a sign area of fifty (50) square feet. The total square feet of Pole Signs shall not exceed one hundred (100) square feet.
 - d. Pole Signs shall be limited to one such sign per parcel per street frontage. A maximum of two (2) Pole Signs are permitted.
 - e. The maximum height for Pole Signs in these districts shall not exceed twenty (20) feet.
 - f. Single pole (monopole) Pole Signs are prohibited in this overlay district.
 - g. No illuminated signs shall be located within seventy-five (75) feet of a residential district.
2. Wall, Awning, Projecting and Hanging Signs in the PC District shall meet the following criteria:
 - a. Wall Signs shall not project more than five (5) feet above the wall.
 - b. Wall Signs shall not project beyond the building face by more than 12 inches. Awning Signs shall not project beyond the building face by more than six (6) feet.
 - c. The maximum aggregate area of Wall and Awning Signs shall not exceed three hundred (300) square feet or ten percent of the aggregate area of the wall faces of the premises to which the sign relates, whichever is less.
 - d. 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 the face of the building of three (3) feet. No sign shall project into a vehicular use area.
 - e. Hanging Signs shall not be 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. Sign area shall count towards permissible wall sign area.
 - f. The maximum Wall Sign height shall be ten (10) feet.
 - g. Each building tenant shall be limited to one Wall or Awning sign on each wall.
3. Monument and Ground Signs in the PC District shall meet the following criteria:
 - a. Monument or Ground Signs shall not exceed sixty (60) square feet of total area and shall be limited to one such sign per parcel per street frontage. A maximum of two (2) Monument or Ground Signs are permitted.
 - b. A monument or Ground Sign erected under this section shall be in place of, not in addition to, a Pole Sign permitted in Section 106.15.5(A)(1).

- c. The maximum height for Monument or Ground Signs in this district shall not exceed twenty (20) feet.
- d. No illuminated Monument or Ground Sign shall be located within seventy-five (75) feet of a residential district.

B. NC, Neighborhood Commercial Corridor District

1. Pole Signs in the NC District shall meet the following criteria:
 - a. Pole Signs shall not exceed a sign area of thirty-two (32) square feet.
 - b. Pole Signs shall be limited to one such signs per parcel per street frontage. A maximum of two (2) Pole Signs are permitted.
 - c. The maximum height for Pole Signs in these districts shall not exceed fifteen (15) feet.
 - d. A single pole (monopole) Pole Sign is prohibited in this overlay district.
 - e. No illuminated Pole Signs shall be located within seventy-five (75) feet of a residential district.
2. Wall, Awning, Projecting and Hanging Signs in the NC District shall meet the following criteria:
 - a. Wall Signs shall not project more than five (5) feet above the wall.
 - b. Wall Signs shall not project beyond the building face by more than 12 inches. Awning signs shall not project beyond the building face by more than six (6) feet.
 - c. The maximum aggregate area of Wall and Awning Signs shall not exceed thirty-two (32) or ten percent of the aggregate area of the wall faces of the premises to which the sign relates, whichever is less.
 - d. 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 the face of the building of three (3) feet. No sign shall project into a vehicular use area.
 - e. Hanging Signs shall not be 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. Sign area shall count towards permissible wall sign area.
 - f. The maximum Wall Sign height shall be six (6) feet.
 - g. Each building tenant shall be limited to one Wall or Awning Sign on each wall.
3. Monument and Ground Signs in the NC District shall meet the following criteria:
 - a. Monument or Ground Signs shall not exceed a sign area of thirty-two (32) square feet.
 - b. A Monument or Ground Sign erected under this section shall be in place of, not in addition to, a Pole Sign permitted in Section 106.15.5(B)(1).
 - c. Monument or Ground Signs shall be limited to one such signs per parcel per street frontage. A maximum of two (2) Monument or Ground Signs are permitted.
 - d. The maximum height for Monument or Ground Signs in this district shall not exceed fifteen (15) feet.
 - e. No illuminated Monument or Ground Signs shall be located within seventy-five (75) feet of a residential district.

C. DD, Downtown Development District/PMS, Main Street District

1. Post and Arm Signs in the DD/PMS District shall meet the following criteria:
 - a. 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 street. A maximum of two (2) Post and Arm Signs are permitted per parcel.

- b. The maximum height for a Post and Arm sign shall be ten (10) feet.
 - c. The maximum sign area for a Post and Arm Sign shall be twelve (12) square feet.
 - d. A Post and Arm sign erected under this section shall be in place of, not in addition to, a Monument or Ground Sign permitted in Section 106.15.5(C)(3).
 - e. All Post and Arm Signs shall display the numerical municipal address except those designed to be viewed from a street which is different from the street which the business is addressed.
2. Wall, Awning, Projecting and Hanging Signs in the DD/PMS District shall meet the following criteria:
- a. Wall signs shall not project above the wall.
 - b. Wall signs shall not project beyond the building face by more than 12 inches.
 - c. Wall and Awning Signs shall not have an aggregate area exceeding one (1) square foot for each lineal foot of building or store frontage, whichever is less.
 - d. Wall Signs in shopping centers signs shall be Channel Letter Signs and shall not exceed eighteen (18) inches in height.
 - e. 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 the face of the building of five (5) feet. No sign shall project into a vehicular use area.
 - f. Hanging Signs shall not be 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. Sign area shall count towards permissible wall sign area.
3. Monument and Ground Signs in the DD District shall meet the following criteria:
- a. Monument or Ground Sign area shall not exceed thirty-two (32) square feet and shall be limited to one such sign per parcel per street frontage. A maximum of two (2) Monument or Ground Signs are permitted per parcel.
 - b. A Monument or Ground Sign erected under this section shall be in place of, not in addition to, a Post and Arm Sign permitted in Section 106.15.5(C)(1).
 - c. The maximum height for Monument or Ground Signs in these districts shall not exceed fifteen (15) feet.
 - d. Monument Signs shall include a base with a landscaped plating area or plater box which is at minimum the length of the sign and the structural support and of sufficient width to allow for sustaining planted vegetation.
 - e. All Monument or Ground Signs shall display the numerical municipal address except those designed to be viewed from a street which is different from the street which the business is addressed.
4. Character Signs: One (1) Character Sign per business shall be permitted without permit. However, the Perry Main Street Design Committee shall review and approve all Character Signs before placement.
5. Memorial signs or tablets which include names of buildings and date of erection when cut into masonry, bronze or other such materials are exempted from permitting.
6. 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 frontage.
7. Prohibited signs in DD/PMS District

- a) Electronic Message Boards/Video Boards except for LED price signs at gas stations provided they do not change more than one time per hour.
 - b) No signs containing reflective elements that sparkle in the sunlight or that contain luminous paint that glows in the dark shall be permitted.
 - c) Off premise signs: Signs on a parcel which do not pertain to a business on that parcel.
 - d) Neon tube signs.
8. All signs shall require a Certificate of Appropriateness issued by the Economic Development Department prior to erecting the sign. The Economic Development Department may exempt signs which are in compliance with established standards.

106.15.6. Special Districts. Whenever there is conflict between the signage permitted in a special district and the underlying zoning district, the more restrictive shall apply.

106.16. Electronic Message/Video Board. Electronic Message/Video Board signs are only permitted in the locations described in this section and only after approval from the Community Development Department. Whenever there is conflict between a special district and the underlying zoning district, the more restrictive shall apply.

1. Permitted Zoning Districts: Electronic Message Board/Video Board signs are permitted in following districts:

Regular Districts:

C-1, Highway Commercial District

C-2, General Commercial District

OC, Office Commercial District

IN, Institutional District

M-1, Wholesale and Light Industrial District

M-2, Industrial District

GU, Government Use District

Special Districts:

AD, Airport District

PC, Parkway Corridor District

IC, Interstate Corridor District

NC, Neighborhood Commercial Corridor District

2. An Electronic Message/Video Board sign in which the electronic display area exceeds two (2) feet in height shall maintain a steady sign face without change for no less than ten (10) seconds. Transition time between displays shall be at least 1 second.
3. The Electronic Message/Video Board sign is subject to same size and placement requirements of this article limitations as described in Section 106.13.

106.17. Murals. Murals shall require the approval and registration by the Public Arts Commission (PAC). In addition, the Perry Main Street Design Committee shall review and make a recommendation to the PAC for all murals located within the Downtown Development District. Murals that are not registered with the PAC shall be considered signs and are subject to the provisions of Perry Land Development Ordinance Section 106 – Signs.

The PAC may approve a new mural if it finds that the proposed mural is consistent with applicable city policies and ordinances, and that the mural would not be detrimental to the public health, safety, or welfare. Murals shall be subject to the following standards and review process:

- 1) Murals may be located on the sides of buildings or walls within any zoning district, except residential zoning districts.
- 2) Prior to painting or installation of a new mural, or the modification of an existing mural, an application must be submitted for the review and approval by the PAC. All applications for new or modified murals shall be referred to the PAC for review.
- 3) Approval of a mural shall occur only after public notice by posting a sign with the date and time of the PAC meeting. The PAC shall consider any public comments during their review of proposed murals.
- 4) The PAC shall apply the following design criteria in reviewing proposed murals:
 - a) The subject matter shall be of historical significance regarding the growth and development of the City of Perry and its surrounding region. The mural may also contain other subject matter deemed by the PAC to be significant and of high quality.
 - b) Paints and other materials used for murals shall be appropriate for outdoor use and artistic rendition, and shall be permanent and long-lasting. Super bright or fluorescent colors shall not be used.
 - c) Murals shall be designed and painted by professional mural artists who possess demonstrated knowledge and expertise in the design, materials, and execution of murals.
 - d) To the extent feasible, the mural shall be vandal and graffiti resistant.
 - e) To the extent possible, trompe l'oeil shall be the method of choice for mural creation.

106.18. Construction Standards.

- 1) All signs for which a permit is required under this ordinance shall be constructed and maintained in accordance with the provisions of the Ordinance and of the city building codes.
- 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 a written notification shall be made by a Code 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 a 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.

106.19. Nonconforming Signs. 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 section of this ordinance unless the damage to the sign was caused by circumstances beyond the owner's 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 nonconforming signs or replacement of nonconforming signs shall be permitted except to make a nonconforming sign comply with all requirements of this ordinance

106.20. Illumination. Illumination for signs shall not cast light on adjoining property or shine in such a manner as to cause traffic interference. Illumination shall be constant and shall not change, flash, scroll or stimulate movement.

106.21. Enforcement and Penalties

(a) All signs shall be maintained in good condition as to present a neat and orderly appearance. The city may, after due notice, issue a citation to any permittee for any sign which shows gross neglect or becomes dilapidated. Such due notice shall be in writing, shall specify the sign and location, and shall state that the sign has not been properly maintained. The city shall give the permittee ten (10) days to rectify the condition or remove the dilapidated sign before issuing a citation.

(b) The city may issue a citation for violation of this ordinance by any sign erected, altered, converted, or used in violation of this ordinance.

(c) Any person violating any provision of this ordinance shall be liable for a fine of one hundred fifty dollars (\$150) for each violation. Each day a sign is posted in violation of this ordinance shall constitute a separate violation.

106.22. Severability. In the event any section, subsection, sentence, or word of this ordinance is declared and adjudged to be invalidated or unconstitutional, such declaration or adjudication shall not affect the remaining portions of this article, which shall remain in full force and effect as if such portion so declared or adjudged unconstitutional were not originally part of this article. The City Council declares that it would have enacted the remaining parts of this article if it had known that such portion thereof would be declared or adjudged invalid or unconstitutional.

106.23. Effective Date. The effective date of this ordinance shall be February 02, 2016. All ordinances and parts of ordinances in conflict herewith are hereby repealed.