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STAFF REPORT

June 30, 2025

CASE NUMBER: TEXT-0084-2025

APPLICANT: Bryan Wood for the City of Perry

REQUEST: Replace Section 6-9.6 (B), Wall, canopy, projecting and under canopy signs in nonresidential districts; and replace Section 6-6.10 (D) and (E), Regulations for signs.

STAFF COMMENTS: The amendment is intended to update the standards for wall signs now that sign variances are not allowed. Staff examined existing wall signs at various businesses with different building sizes and discussed with the Planning Commission at several work sessions. The amendment sets the maximum area and number of signs for buildings based on the area of the tenant's primary wall. Current standards will be maintained for wall areas up to 3,000 square feet. The size of signs increase as the wall area increases, up to 5% on walls up to 14,000 square feet and 3% on wall exceeding 14,000 square feet. Single-tenant buildings will walls exceeding 3,000 square feet may include additional signs on the primary wall to address changes in the retail industry.

The amendment also changes how the area of a wall sign is calculated, allowing for unusual-shaped signs. The area will be calculated based on two connecting rectangles which encompass all elements of a sign.

STANDARDS FOR GRANTING A TEXT AMENDMENT:

- (1) Whether, and the extent to which the proposed amendment is consistent with the Comprehensive Plan.**

The amendment is not inconsistent with these plans.

- (2) Whether, and the extent to which the proposed amendment is consistent with the provisions of this chapter and related city regulations.**

The proposed amendment is consistent with the format of the Land Management Ordinance.

- (3) Whether, and the extent to which there are changed conditions from the conditions prevailing at the time that the original text was adopted.**

The change is necessary since variances can no longer be granted for signs.

- (4) Whether, and the extent to which the proposed amendment addresses a demonstrated community need.**

As Perry sees larger retail and industrial buildings, the amendment will allow adequate signage for business identification.

- (5) Whether, and the extent to which the proposed amendment is consistent with the purpose and intent of the zoning districts in this chapter, will promote compatibility among uses, and will promote efficient and responsible development within the city.**

The amendment is consistent with and directly addresses the stated purpose to provide standards to safeguard life, public health, property, and welfare by regulating the location, size, illumination, erection, maintenance, and quality of materials of all signs.

- (6) Whether, and the extent to which the proposed amendment will result in logical and orderly development pattern.**

The amendment allows signs which are proportionate to the size of the building wall.

- (7) Whether, and the extent to which the proposed amendment will result in beneficial impacts on the natural environment and its ecology, including, but not limited to, water, air, noise, stormwater management, wildlife, vegetation, and wetlands.**

The amendment has no direct impact on the natural environment

- (8) Whether, and the extent to which the proposed amendment will result in development that is adequately served by public facilities and services (roads, potable water, sewerage, schools, parks, police, fire, and emergency medical facilities).**

The amendment has no impact on public facilities and services

STAFF RECOMMENDATION: Staff recommends approval of the proposed text amendment.

Delete Subsection 6-9.6(B) in its entirety and replace as follows:

(B) *Wall, canopy, projecting and under canopy signs in nonresidential districts.* Wall, canopy, projecting and under canopy signs in the nonresidential base zoning districts and PC, DD, NC overlay districts shall comply with the provisions of Table 6-9-3.

Table 6-9-3. Standards for Wall, Canopy, Projecting, Under Canopy, and Window Signs in Nonresidential Zoning and Overlay Districts							
Zoning District	Sign Type	Maximum Number of Signs		Maximum Aggregate Square Feet of Signs per Wall			Illumination Allowed
		Multi-tenant or Multi-branded Building	Single-tenant Building	Tenant primary wall area up to 3,000 square feet	Tenant primary wall area 3,001 – 14,000 square feet	Tenant primary wall area over 14,000 square feet	
C-1, C-2 M-1, M-2 IMU, MUC, GU	Wall or Canopy	1 per tenant's or brand's exterior frontage and pickup window ¹	1 per customer entrance and pickup window ²	10% of tenant exterior wall area	300 or 5% of tenant exterior wall area, whichever is greater	700 or 3% of tenant exterior wall area, whichever is greater	Internal or External; Canopy External Only
	Projecting ³	1 per tenant or brand	1	6			
	Under Canopy ³	1 per customer entrance or brand	1 per customer entrance	4			
LC, OI, NMU, NC Overlay	Wall or Canopy	1 per tenant's building frontage	1 per building frontage	100 or 10% of each wall face, whichever is less	200 or 5% of each wall face, whichever is less	N/A	Internal or External; Canopy External Only
	Projecting ³	1 per tenant	1	6			
	Under Canopy ³	1 per customer entrance	1 per customer entrance	4			
C-3, DD Overlay, HP Overlay	Wall or Canopy	1 per tenant's building frontage	1 per building frontage	1 for each linear foot of tenant's building frontage			External Only
	Projecting ³	1 per tenant	1	6			
	Under Canopy ³	1 per customer entrance	1 per customer entrance	4			
All Districts	Wall-mounted Flag	1 per tenant	1	24			External Only
	Window	n/a	n/a	20% of aggregate window area per tenant			Internal or External
PC Overlay	Same as the base zoning district						

¹ Signs on multi-tenant or multi-branded buildings with multiple stories are limited to ground level tenants installed no higher than 15 feet from finished grade, plus one building identification sign not exceeding 3% of the building wall area per building wall.

² Single-tenant buildings with primary wall area exceeding 3,000 square feet may include up to 5 additional signs on the primary wall.

³ Projecting signs and under canopy signs require 78" clearance from finished grade. Projecting signs shall not extent more than three feet from the building and shall not project into a vehicular use area.

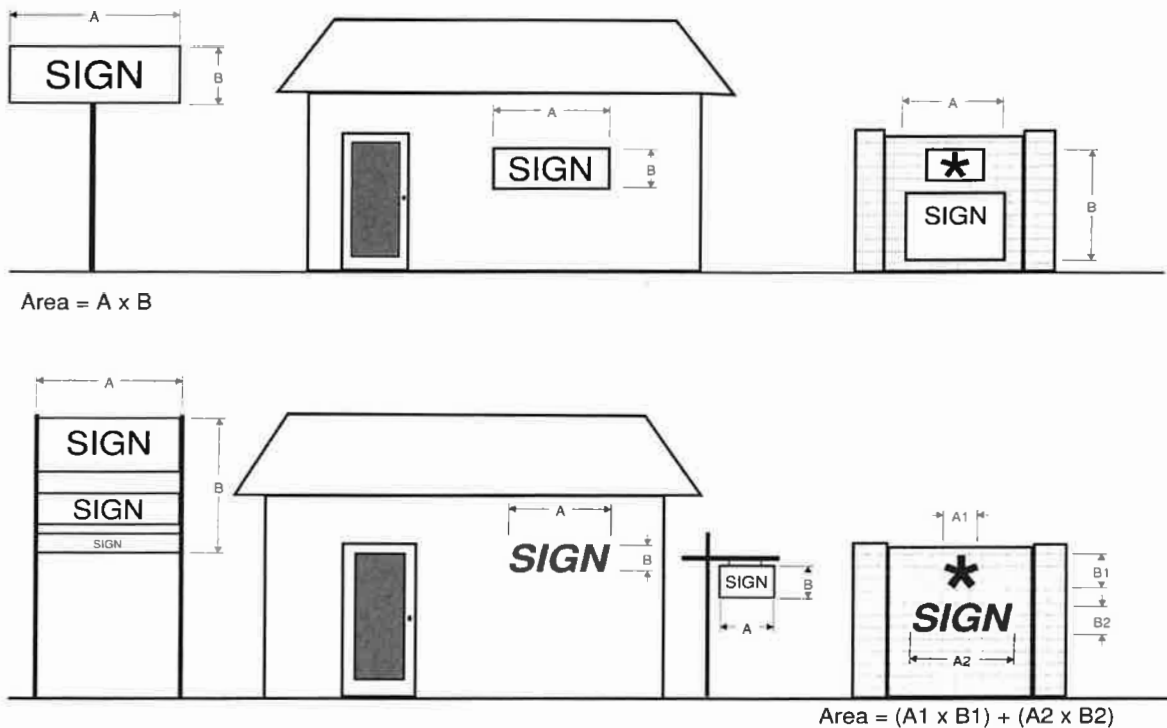
Delete Subsections 6-9.10(D) and (E) in their entirety and replace them as follows:

Sec. 6-9.10. Regulations for signs.

(D) *Calculation of area.*

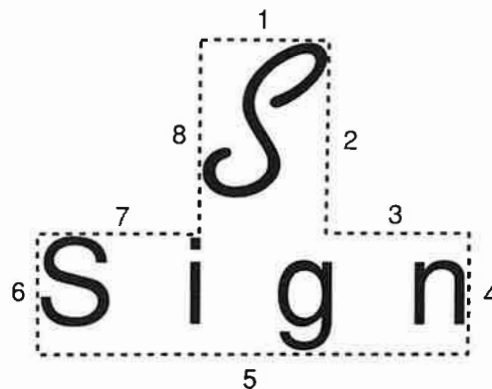
1. The area of a sign is calculated by determining the area of the smallest rectangle which encloses the sign face and the structure surrounding the sign face. For example, the pole or base would not be included, but any frame holding the sign face in place would be counted. See examples:

Examples of Sign Face Area Measurements



2. The area of unusual-shaped signs shall be calculated based on the area within two connected rectangles created with no more than eight imaginary parallel or perpendicular lines which fully encompass all elements of the sign. See example:

Example of Measuring Unusual-shaped Signs





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Application # TEXT-0084-2025

Application for Text Amendment

Contact Community Development (478) 988-2720

Applicant Information

*Indicates Required Field

	Applicant
*Name	Bryan Wood for the City of Perry
*Title	Community Development Director
*Address	741 Main Street, Perry, GA 31069
*Phone	478-988-2714
*Email	bryan.wood@perry-ga.gov


Request

*Please provide a summary of the proposed text amendment:

Replace Section 6-9.6 (B) standards for wall, canopy, projecting, and under canopy signs in nonresidential districts
Replace Section 6-9.9 (D) and (E), calculation of sign area

Instructions

1. The application, fee (made payable to the City of Perry), and proposed text of the amendment must be received by the Community Development Office no later than 4:30 pm on the date reflected on the attached schedule.
2. Fees: Actual cost of required public notice.
3. The applicant must state the reason for the proposed text amendment. See Sections 2-2 and 2-3.2 of the Land Management Ordinance for more information.
4. The staff will review the application to verify that all required information has been submitted. The staff will contact the applicant with a list of any deficiencies which must be corrected prior to placing the application on the planning commission agenda.
5. Text amendment applications require an informational hearing before the planning commission and a public hearing before City Council.
6. The applicant must be present at the hearings to present the application and answer questions that may arise.
7. Campaign Notice required by O.C.G.A. Section 36-67A-3: Within the past two years, have you, the applicant, made either campaign contributions and/or gifts totaling \$250.00 or more to a local government official? Yes ___ No X
If yes, please complete and submit the attached Disclosure Form.
8. The applicant affirms that all information submitted with this application, including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.
9. Signatures:

*Applicant		*Date
	Bryan Wood, Director of Community Development, for the City of Perry	5/23/2025

Standards for Amendments to the Text of the Land Management Ordinance

In reviewing an application for an amendment to the text of the ordinance and acting on said application, the planning commission and city council may consider the following standards:

(1) Whether, and the extent to which the proposed amendment is consistent with the Comprehensive Plan.

This amendment is not inconsistent with these plans.

(2) Whether, and the extent to which the proposed amendment is consistent with the provisions of this chapter and related city regulations.

The proposed amendment is consistent with the format of the Land Management Ordinance.

(3) Whether, and the extent to which there are changed conditions from the conditions prevailing at the time that the original text was adopted.

With the recent revision to the Land Management Ordinance eliminating sign variances, changes to wall sign standards and calculation of sign area are needed to address larger buildings and changes in retail patterns.

(4) Whether, and the extent to which the proposed amendment addresses a demonstrated community need.

Buildings with larger facades may require larger signs and more than one sign per wall to accommodate how retail establishments currently operate.

(5) Whether, and the extent to which the proposed amendment is consistent with the purpose and intent of the zoning districts in this chapter, will promote compatibility among uses, and will promote efficient and responsible development within the city.

The amendment is consistent with the stated purposes of the sign regulations in Sec. 6-9.1; and overall purpose statements regarding a convenient, attractive, and harmonious community; and regulating the use, density, distribution, and character of land.

(6) Whether, and the extent to which the proposed amendment will result in logical and orderly development pattern.

The amendment does not impact the logical and orderly development pattern.

(7) Whether, and the extent to which the proposed amendment will result in beneficial impacts on the natural environment and its ecology, including, but not limited to, water, air, noise, stormwater management, wildlife, vegetation, and wetlands.

The amendment has no direct impact on the natural environment.

(8) Whether, and the extent to which the proposed amendment will result in development that is adequately served by public facilities and services (roads, potable water, sewerage, schools, parks, police, fire, and emergency medical facilities).

The amendment has no impact on public facilities and services.

Revised 7/1/22

6-6.3. Design Standards for the Downtown Development District.

Delete Subsections 6-9.6(A) and (C) and replace as follows:

(A) *Ground signs in nonresidential districts.* Ground signs permitted in the nonresidential base zoning districts, and the PC, DD, and NC overlay districts shall comply with the provisions in Table 6-9-2.

Zoning and Overlay District	Sign Type	Maximum Square Feet per Sign Face			Maximum Number per Lot	Maximum Height (feet)	Illumination Allowed
		Not based on lot size	Lot size > 3 acres	Lot size 3 acres or less			
C-1, C-2 M-1, M-2 IMU, MUC, GU	Monument; Monopole	n/a	100	75	2	20	Internal or External
	Ground-mounted Flag	48 total per pole	n/a	n/a	3 flagpoles	35	External only
Parkway Corridor Overlay (PC)	Monument	n/a	100	75	1 per street front	20	Internal or External
	Ground-mounted Flag	Same as base zoning district					
LC, OI, NMU, Neighborhood Commercial Corridor Overlay (NC)	Monument; Post & Arm	32	n/a	n/a	1 per street front	15	External only
	Ground-mounted Flag	48 total per pole	n/a	n/a	1 flagpole	35	
C-3, Downtown Development Overlay (DD), Downtown Historic Preservation Overlay (HP)	Monument; Post & Arm	32 for Monument; 12 for Post & Arm	n/a	n/a	1 per street front	10	External; Internal by COA only*
	A-frame**	6	n/a	n/a	1 per tenant	4	Not Allowed
	Ground-mounted Flag	48 total per pole	n/a	n/a	1 flagpole	35	External only

All ground signs and flags shall be set back at least 10 feet from the property lines

* Certificates of Appropriateness must be reviewed by the Main Street Advisory Board and issued by the administrator

** A-frame signs shall be located so an accessible pedestrian path is maintained on a sidewalk and shall be displayed only during the sign owner's business hours.

(C) *Additional standards for signs in the C-3 zoning district, and the DD overlay district.*

- (1) Wall signs in a planned center shall be composed of individual letters not exceeding 18 inches in height.**
- (2) Prohibited signs in C-3 and DD districts:**
 - (a) Multiple message signs, except as authorized in sec. 6-9.9.**
 - (b) Neon tube signs, including neon and rope light building or window/door outlining.**
 - (c) Signs incorporating reflective and luminescent materials.**