ARTICLE 24
SIGNS

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Sec. 24.1. Objectives.

The objectives of this Article include but are not limited to the following:

(a) Provide a reasonable balance between the right of an individual to identify his or her business or express their thoughts and the right of the public to be protected against the visual discord resulting from the unrestricted proliferation of signs and advertising devices.

(b) Guard against an excess of large, aesthetically unappealing, and/or intense signs which cause visual blight on the appearance of the community. Visual blight adversely affects the aesthetic quality of life and traffic safety in the community for residents, businesses, pedestrians, and persons in vehicles.

(c) Protect the public health, safety and general welfare while protecting the rights of sign owners to expression and identification.

(d) Provide regulations that vary the sign area based on the zoning district.

(e) Provide regulations that are content neutral. It is not the intent to regulate the content of messages in any way. To accomplish this, these regulations do not distinguish between on-site or off-site sign content, nor do they distinguish between commercial and non-commercial content. Any sign permitted pursuant to this Article may contain commercial or non-commercial content. Sign allowances in this Article take into account the needs for off-premise signs and signs carrying messages of a non-commercial character.

(f) Protect property values by minimizing the possible adverse effects and visual blight caused by signs.

(g) Insure that signs are compatible with adjacent land uses and with the total visual environment of the community.

(h) Eliminate excessive and confusing sign displays.

(i) Preserve and improve the appearance of the community as a place in which to live and to work and as an attraction to nonresidents who come to visit or trade.

Sec. 24.2. Authority and Scope.

This Article is adopted to serve substantial governmental interests of correcting and avoiding multiple problems that would occur without the regulation of signs. The regulations contained herein are no more extensive than necessary to serve the substantial governmental interests identified in this Article. It is not the intent of this Article to regulate the content of signs, but only their composition, type, location, distance from right-of-way, height, size, illumination, and in some cases the duration they may be displayed, or other non-content based restrictions implied in this Article. It is not the intent of this Article to foreclose important and distinct mediums of expression for political, religious, or personal messages, on any sign permitted to be erected by this Article. These regulations shall not be construed as limiting the message content of any sign.

Sec. 24.3. Definitions.

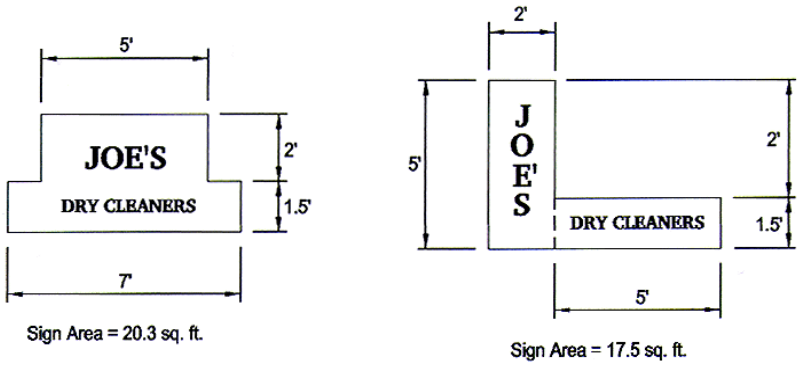
For the purposes of this Article, certain terms and words are hereby defined. As used in this Article, unless the context otherwise indicates, the following words and terms shall have the meaning ascribed to them:

Abandoned sign: A permanent principal use sign on property containing a building or activity that has ceased operations. Permanent principal use signs on property shall be considered abandoned when there is clear evidence that a business or activity has vacated the building or grounds; provided, however, that this definition shall not apply to any case where a business or activity is temporarily suspended and there is evidence that the business or activity will resume operations within a six-month period.

Advertising device: Any structure or device erected or intended for the purpose of displaying advertising or for which is designed to or attracts attention to the premises, situated upon or attached to real property. For purposes of this Article, an advertising device is a "sign."

Animated sign: A sign with action, motion, sound, or changing colors which accomplishes such action, motion, sound, or changing colors with or without electrical energy. This includes signs with lights or other illuminating devices that blink, flash, fluctuate, or have a changing light intensity, brightness, or color. This definition does not include a "swinging sign" or "multiple message sign" as defined by this Article.

Area of sign: The area within a continuous perimeter enclosing the limits of writing, representation, emblem, figure, or character together with any frame, other material, open space, or color forming an integral part of the display or used to differentiate such writing, representation, emblem, figure, or character from the background against which it is placed.



SIGN AREA MEASUREMENT

For double-faced signs, only the largest display face shall be measured in computing the sign area, or only one face shall be measured in computing sign area if the display faces are the same size. The display of street address on a ground sign, wall, or window shall not be computed in determining the maximum allowable area of a ground, wall, or window sign.

Awning: An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

Awning sign: An awning that contains letters, numbers, symbols, pictures, logos, or visual display, or other communication, attached, painted on, or made an integral part of an awning. For purposes of this Article, "awning signs" shall be considered "wall signs."

Banner: A sign with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, plastic, or natural or synthetic fabric of any kind with only such material for a backing. For purposes of this Article, a "banner" is a "sign."

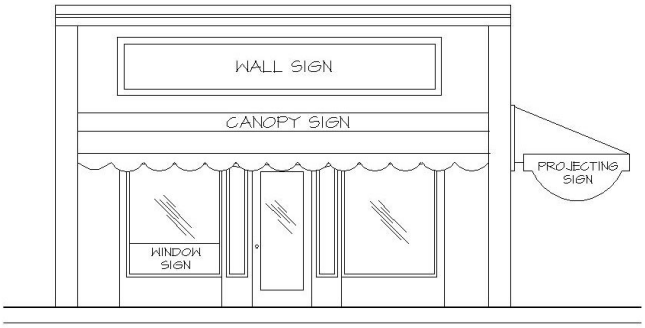
Building marker: Any sign cut into a masonry surface or made of bronze or other permanent material.

Canopy, attached: A multi-sided structure or architectural projection supported by attachment to a building on one or more sides and also supported by columns at additional points. Signs placed on attached canopies are considered "wall signs" for the purposes of this Article.

Canopy, freestanding: A multi-sided structure or architectural projection supported by columns. Signs placed on freestanding canopies are considered "wall signs" for the purposes of this Article.

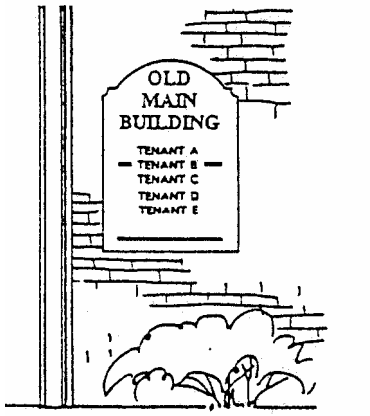
Canopy sign: A sign on a canopy. For purposes of this Article, a sign on a canopy is a "wall sign" (see figure, "Types of Attached Signs").

Derelict sign: A sign that is dilapidated or in such condition as to create a hazard or nuisance, or to be unsafe or fail to comply with the Building or Electrical Codes applicable in the jurisdiction.



TYPES OF ATTACHED SIGNS

Directory sign for multi-tenant development: A sign, distinguished from a project entrance sign, which is allowed on a premise with more than one tenant or occupants of a building. It may be freestanding or a building (wall) sign. Such signs are not usually visible from the public street right-of-way of a development which provides initial access to the property, but rather are located within the development, along a driveway, access way, or parking aisle.



Wall Directory Sign

Double-faced sign: A sign which has two (2) display areas against each other or where the interior angle formed by the display areas is sixty (60) degrees or less, where one face is designed to be seen from one direction and the other face from another direction. Only one face shall be used in computing allowable sign area.

Erect: To construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish, but it shall not include any of the foregoing activities when performed as an incident to the change of advertising message or the normal maintenance or repair of a sign structure.

Flag: A sign with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, plastic, or natural or synthetic fabric of any kind with only such material for a backing. For purposes of this Article, except as otherwise provided herein, a "flag" is a "sign."

Frontage, building: The width in linear feet of the front exterior wall of a particular building in which an establishment is located.

Frontage, road: The distance in linear feet of each lot where it abuts the right-of-way of any public street.

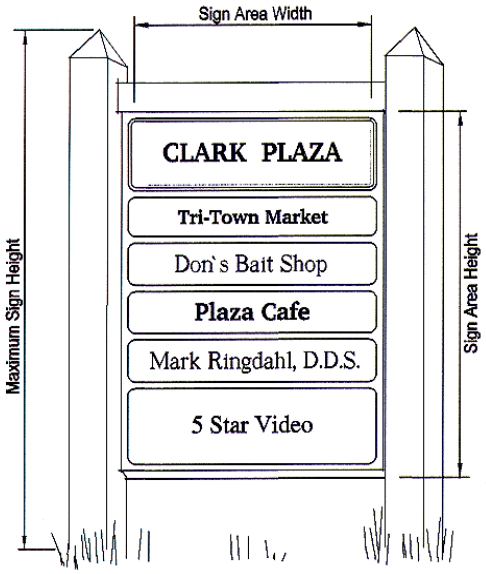
Ground sign: A permanently affixed sign which is wholly independent of a building for support (i.e., freestanding). A ground sign may consist of more than one sign panel, provided all such sign panels are attached to or integrated into one sign structure.

Height of sign: The distance in vertical feet from the ground to the highest point of the sign, whether that highest point is the frame of the sign face or panel or the support of the sign.

Highway sign: A sign within 660 feet of Interstate 75, oriented to and intended to be viewed by travelers on Interstate 75.

Holiday decorations: Displays erected on a seasonal basis in observance of religious, national, or state holidays, which are not intended to be permanent.

Inflatable sign: Any sign that is or can be filled with three (3) cubic feet or more of air or gas.

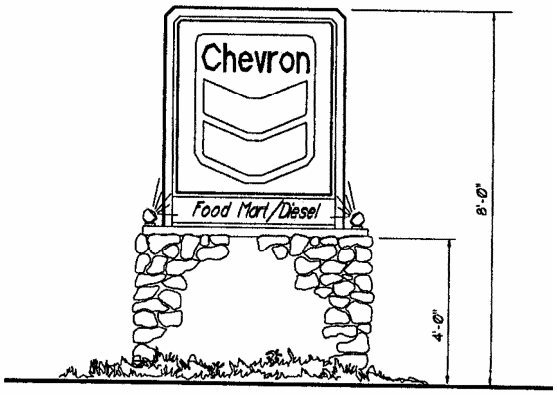


Internally illuminated sign: A sign illuminated by an internal light source which is viewed through a translucent panel.

Marquee sign: A sign painted on, attached to, or hung from a marquee. For purposes of this Article, marquee signs shall be considered "wall signs."

Master sign plan: A plan establishing parameters for the size, location, design, and color of signs on a property which contains multiple uses, buildings, or tenants but which is constructed or managed as a single development; or such a plan established as an alternative means of compliance to the provisions of this Article.

Monument sign: A sign where the structural part of the sign below the sign face encompasses an area at least forty (40) percent of the area of the sign face but no more than 1.5 times the area of the sign face, and which is composed of brick, stone, or other material approved by the Zoning Administrator.



Monument-Style Sign

Multiple message sign: A sign, display, or device which changes the message or copy on the sign electronically by movement or rotation of panels or slats.

Nonconforming sign: Any sign which lawfully existed on the effective date of this Article but which does not conform to the provisions of this Article, or which does not comply with this Article due to amendments to this Article since the date of erection of the sign.

Pennant: A small, triangular or rectangular flag or multiples thereof, made of lightweight plastic, fabric, or other material, 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, and which is designed to move in the wind. For purposes of this Article, pennants are “signs.”

Portable sign: Any sign whether on its own trailer, wheels, or otherwise, which is designed to be transported from one place to another. It is characteristic of a portable sign that the space provided for advertising messages may be changed at will by the replacement of lettering or symbols (i.e., a changeable copy sign). Even if the wheels or supports of such sign are removed and the sign converted and attached, temporarily or permanently, to the ground or other structure, said sign shall remain a portable sign. In addition, the following shall be deemed a portable sign:

1. An umbrella used for advertising.

2. A sign mounted or painted upon a parked vehicle that is positioned for the primary purpose of acting as a sign exposed to the public and is not in use in the ordinary course of carrying out its transportation function.

3. Any sign mounted or painted upon a vehicle that projects or extends beyond the original manufactured body proper of the vehicle, except that a vehicle may have one sign not exceeding two (2) feet in width and not exceeding one (1) foot in height mounted temporarily or permanently on the roof of a vehicle.

Portico: A porch or walkway, open to the outside air, that is covered by a roof supported by columns or pillars, typically leading to the entrance of a building. Signs attached to porticos are considered “wall signs” for purposes of this Article.

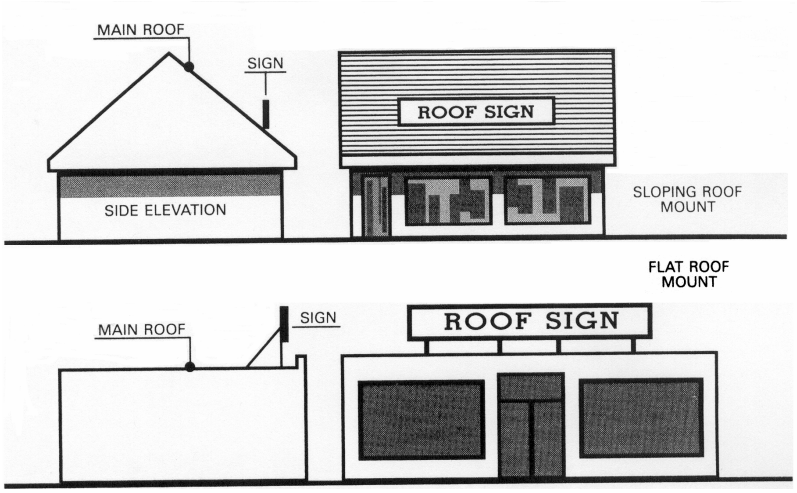
Principal use sign: Any notice or advertisement, which is permitted in conjunction with (but not necessarily containing copy specifically related to) a principal use or principal building located on the property, and which may display a noncommercial, commercial, or other message, the content of which is not regulated by this Article.

Project entrance sign: A sign located at a discernible entrance into a particular subdivision, multi-family residential development, or office or industrial park.

Projecting sign: A sign projecting more than fourteen (14) inches from the outside wall or walls of any building, or canopy, portico, or awning, upon which it is located (see also figure, "Types of Attached Signs").

Roof sign: A sign projecting higher than the front building wall or any sign supported by or attached to said roof.

Sidewalk sign: A movable sign not secured or attached to the ground or surface upon which it is located.



Source: United States Sign Council. 2001. *Guideline Code for Regulation of On-Premise Signs*.

Sign: A lettered, numbered, symbolic, pictorial, illuminated, or colored visual display, device, or communication designed or used for the purpose of identifying, announcing, directing, informing, or bring to the attention of others the subject thereon, that is visible from the public right-of-way, a driveway or parking lot with access to a public right-of-way, or from an adjacent property, except as specifically noted otherwise in this Article. For purposes of this Article, the term "sign" includes but is not limited to "banners," "balloons," "flags," "pennants," "streamers," "windblown devices," and "advertising devices." Furthermore, the term "sign" includes the sign structure, supports, lighting system, and any attachments, ornaments, or other features used to draw the attention of the observers.

Signable area: In the case of a wall sign, signable area shall be the building face on which the sign is proposed, excluding windows and doors. In the case of marquees or canopies, signable area shall be the area of the marquee or canopy wall on which the sign is proposed. For window signs, signable area shall be measured and calculated on the basis of the proportion of area within each individual window frame, not the total window area of all building windows visible from a street.

Sign face: That part of a sign that is or can be used for advertising purposes.

Streamers: See "Pennants."

Swinging sign: A sign other than an animated sign as defined by this Article, where the sign copy area is attached to a sign structure in a way that can be set in motion with pressure, and where the sign structure is attached to a building at a height above normal eye level. This term does not include any freestanding signs. A swinging sign may be considered in lieu of permitted wall signage.

Temporary sign: A sign of a nonpermanent nature and erected for a limited duration.

Visible: Capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity.

Wall sign: A single-sided sign with one visible face applied to or mounted to the wall or surface of a building or structure, the display surface of which if attached to a wall or portico and does not project more than fourteen (14) inches from the outside wall of such building or structure, or if on an awning or canopy, is flush with the material of said awning or canopy (see also figure, "Types of Attached Signs").

Windblown or air-blown device: Any device not otherwise specifically defined in this Article, that is designed to inform or attract, whether or not such device carries a message, and which all or part of the device is set in motion by wind or mechanically compressed air. For purposes of this Article, windblown devices are "signs."

Window sign: A sign installed on or within two (2) feet of an exterior window or door and intended to be visible from the exterior of the building. Displays which show products or depict services sold on the premises and which are more than two (2) feet from an exterior window or door shall not be classified as window signs (see also figure, "Types of Attached Signs").

Sec. 24.4. Applicability.

No sign shall be erected, placed, established, painted, created, or maintained, except in conformance with this Article.

Sec. 24.5. Nonconforming Signs.

A sign that lawfully existed on the effective date of this zoning ordinance may continue to be used, except that the nonconforming sign:

(a) Shall not be repaired, rebuilt, replaced or altered after damage exceeding 50 percent of its replacement cost at the time of damage.

(b) Shall not be enlarged or altered in a way that increases its nonconformity.

(c) This Section shall not apply to any sign which according to the application of state or federal law or rule is allowed to remain or to be rebuilt or reconstructed, unless just compensation is paid.

Sec. 24.6. Sign Limitations When Nonconforming Sign Exists.

No sign or advertising device shall be erected for the same establishment on the same lot with an existing nonconforming sign until the nonconforming sign has been removed or made to conform to the provisions of this Article.

Sec. 24.7. Exempt Signs.

The following types of signs are specifically exempted from compliance with this Article.

(a) Flags, as many as four per lot, when designed and displayed in a way that allows for routine, daily raising and lowering of the flags, not exceeding forty (40) square feet. Poles for such flags shall not exceed twenty-five (25) feet in height. This provision does not permit or allow for the placement of small flags attached to vehicles, light poles, or other means other than that specifically described in this paragraph.

(b) Street address identifiers and building identification numbers on multi-tenant buildings which are essential to the location of such buildings.

(c) Signs not oriented or intended to be legible from a public right-of-way, private road or driveway, or other private property. Signs or stickers which are designed to be read only from close range (i.e., five feet), attached to a device or structure more than twenty-five (25) feet from the right-of-way of a road, not to exceed one (1) square feet each sign or sticker. Examples include but are not limited to the following: lettering, credit card stickers, and inspection certificates on gasoline pumps; “flammable” signs on enclosures for fuel canisters, and similar information.

(d) Display boards located next to drive-through lanes, not exceeding six (6) feet in height or thirty-six (36) square feet in area.

(e) Signs erected more than two (2) feet inside a building.

(f) Building markers and integral decorative or architectural features.

(g) Traffic safety and traffic directional signs, installed within the right-of-way of a public street under the authority of the government with jurisdiction.

(h) Traffic safety and traffic directional signs (including direction of travel, speed limits, etc.) along private streets and driveways, and in off-street parking lots that are installed per the requirements of this ordinance and/or the Zoning Administrator and which do not exceed four (4) square feet each.

(i) Directory signs for multi-tenant developments, as defined by this Article, which do not exceed four (4) square feet each nor six (6) feet in height.

(j) Public notice signs and signs of a public interest, erected by or on the order of a public officer in the performance of his duty.

(k) Holiday lights and decorations.

(l) Handicapped parking signs, when required per local, state or federal law.

In any case where a sign of a certain size is exempted by this Section, and an applicant desires to erect a larger size sign than the area of sign exempted but said sign is not allowed, said sign shall only be permitted only upon approval of a variance in accordance with the provisions of this Article.

Sec. 24.8. Prohibited Signs.

The following signs and devices shall be prohibited:

(a) Animated signs, but not including multiple-message signs as defined.

(b) Derelict signs.

(c) Inflatable signs, except as may be permitted in association with a temporary event approved by the Zoning Administrator.

(d) Pennants, streamers, and wind-blown or air-blown devices.

(e) Portable signs.

(f) Roof signs.

(g) Signs painted on or attached to a utility pole, or painted on or attached to tree, rock or other natural feature.

(h) Signs lit with neon, including neon lighting outlining of windows, doors, or other parts of a building or structure, but excluding incidental signs internal to an establishment and not visible at a distance of more than two feet outside the establishment.

(i) Signs attached to freestanding walls (including retaining walls) or fences or poles.

(j) Any flag for which there is no symbol, emblem, text, number, or copy whatsoever on the flag (i.e., colored flags with no message).

(k) Any sign erected or maintained where, by reason of its position, wording, illumination, size, shape or color, it may obstruct the view of oncoming vehicles or impair, obscure, interfere with the view of, or be confused with any authorized traffic control sign, signal, or device. No sign shall contain or be an imitation of an official governmental traffic control sign, signal, or emergency vehicle device.

(l) Any sign erected, located, or maintained in such a manner as to interfere with safe and free ingress and egress of any door, emergency exit, driveway, street, or roadway.

(m) Any sign that interferes with utilities such as water mains and hydrants, sanitary sewerage, gas, electricity, and communications equipment or lines, or that interfere with natural or manmade storm water drainage facilities.

(n) Strings of lighted bulbs, except as part of holiday decorations.

Sec. 24.9. Uniform Sign Plans Required.

A uniform sign plan is required for any multi-tenant nonresidential development, such as a shopping center, before any building signs or freestanding signs for the development or the development's tenants may be erected on the property.

Sec. 24.10. Modification Procedure Through Uniform Sign Plan.

Modifications to the restrictions on signage for a specific property or development may be requested for administrative approval by submitting to the Zoning Administrator a uniform sign plan for review and handling. Such intent of this Section is to provide for compatibility of all signs within a particular development so that they conform to certain physical characteristics such as color, font, design of sign face, sign face module, sign structure, etc. The uniform sign plan shall not be considered or used as an alternative to the strict regulations of this Article, except that building sign requirements may be modified pursuant to a uniform sign plan for good cause shown and greater visual coherence and coordination within the development.

Sec. 24.11. Specifications for Uniform Sign Plans.

Uniform sign plans, when required or when proposed for purposes of modifying the requirements of this Article, shall at minimum consist of the following:

(a) Drawings and specifications as may be required to clearly illustrate the location, materials, size, letter style, and color of all signs to be placed as freestanding and building signs within the development.

(b) Design standards such that signs of a similar type and function within the development shall have a consistency of size, lettering style, color scheme, and construction materials so as to present a unified design concept while respecting the differences between tenant types and occupancies.

Following approval by the Zoning Administrator, the requirements of the uniform sign plan shall be referenced in documents involving the sale, lease, or other transfer of right of occupancy affecting any part of the development. Upon such approval, said uniform sign plan shall be binding on the owner, and any lessees, subtenants, purchasers, or other occupants, until or unless the uniform sign plan is replaced with another approved uniform sign plan.

Sec. 24.12. Permits and Conformance to Codes.

(a) Any freestanding or building sign that requires a building permit according to the Building Code applicable in the jurisdiction shall be obtained prior to installation or placement of any such freestanding or building sign.

(b) All signs for which a building permit is required shall be constructed and maintained in conformance with all applicable Building Code requirements. All electrical service to a sign shall be in compliance with the applicable Electrical Code, and an electrical permit if required shall be obtained.

(c) If plans are required for issuance of a building permit for a sign, the plans shall be certified as to conformance with all structural and wind-load resistive standards of the applicable Building Code by a structural engineer registered in the State of Georgia, or be prepared using standard drawings prepared by a structural engineer or other qualified professional meeting or exceeding all requirements of the applicable Building Code.

Sec. 24.13. Certificate of Appropriateness.

Signs are external environmental features that can detract from historic character if not considered in the proper context. Signs located in a designated historic district or otherwise subject to the jurisdiction of the Historic Preservation Commission shall require a Certificate of Appropriateness to be issued by the Historic Preservation Commission. In approving signs, the Historic Preservation Commission may rely on design guidelines approved by the Governing Body or the Historic Preservation Commission.

Sec. 24.14. Sign Maintenance.

All signs, together with all their supports, braces, guys, and anchors shall be kept in good repair and condition.

Sec. 24.15. Situations Where Maintenance is Required.

Upon discovery of a sign in need of maintenance, the Zoning Administrator shall give written notice to the owner of the sign or the owner of the property on which the sign is located if the owner of the sign itself cannot be determined. Said notice shall state the item or items requiring repair or maintenance. The owner shall have thirty (30) days in which to repair or maintain the sign before a citation is issued. If the owner has failed to make repairs or the necessary maintenance within that time, the Zoning Administrator shall initiate enforcement proceedings as required to cure violation of this Article. Situations constituting the need for maintenance include but are not limited to the following (other similar conditions of disrepair or lack of maintenance may be determined):

(a) Lettering or other elements of the sign have become detached or have fallen off the sign or become misaligned.

(b) Painted surfaces on the sign or sign structure have begun to peel, flake over a significant portion of the sign, or have faded or oxidized to an extent that the sign no longer displays the message as originally intended.

(c) A significant number of the bricks, stones, or other materials on the structural base of a sign have become detached or have fallen off, or have become misaligned.

Sec. 24.16. Removal of Certain Signs.

(a) Unlawful signs. If any sign is installed, erected, or constructed in violation of this Article, the owner or person or firm maintaining the sign shall, upon notice either written or verbal from the Zoning Administrator, remove prohibited signs immediately. If the sign will require additional time to remove, because of its structure or size, then a reasonable time frame will be given by the Zoning Administrator in which the sign is to be removed. Any such sign not removed or properly altered within the time period allotted from the notice, may then be removed by the City and all costs charged to the owner, agent, or person having beneficial interest of the building or premises upon which such sign was located, or in the sign itself.

(b) Derelict signs. Should any sign become insecure or in danger of falling or otherwise unsafe in the opinion of the Zoning Administrator, the owner or person or firm

maintaining the sign shall, upon written notice from said enforcement officer, forthwith in the case of immediate danger and in any case within ten (10) days, remove such sign or secure it in a manner approved by the Zoning Administrator. Any such sign not removed or secured within ten (10) days from the written notice may be removed by the City and all costs charged to the owner, agent, or person having beneficial interest of the building or premises upon which such sign was located, or in the sign itself.

(c) Signs of a temporary or quasi-temporary nature. Pennants, streamers, banners, wind-blown devices, and temporary signs that do not conform to the provisions of this Article upon its adoption or amendment shall be removed within five (5) days.

(d) Change or removal of discontinued signs. When a property owner has a lawful and conforming freestanding or building sign that no longer is used by a business or establishment, and the owner desires to retain said sign, this section shall apply in order to retain said freestanding sign as a lawful sign. If the discontinued freestanding sign or building sign contains a sign face that is in the form of a removable sign face module, the removable sign face module containing advertising shall be removed and replaced with a panel of like or similar appearance without advertising until another use is lawfully established. If a discontinued freestanding sign or building sign contains a sign copy area that is not removable, then the said sign shall be removed or the copy area shall be painted over or otherwise modified as approved by the Zoning Administrator to conceal the advertising.

Sec. 24.17. Height of Ground Signs.

The maximum height of any ground (freestanding) sign regulated by this Article, except as otherwise specifically provided in this Ordinance, shall be as follows:

(a) Sixty (60) feet, within 660 feet of the right-of-way of Interstate 75, for highway signs only, on properties zoned highway business and manufacturing and industrial only.

(b) Twenty (20) feet for signs on properties in a highway business or manufacturing and industrial zoning districts.

(c) Sixteen (16) feet in neighborhood commercial zoning districts and the Central Business District zoning district.

(d) Twelve (12) feet for signs zoned office, institutional, Traditional Neighborhood Development, or multi-family residential zoning districts.

(e) Six (6) feet maximum height for signs on properties in single-family residential zoning districts. This provision shall not apply to subdivision identification monuments, which shall not exceed eight (8) feet in height.

Sec. 24.18. Increase in Height of Ground Signs.

The maximum height established by this Article shall apply to any sign, except that where a ground sign is proposed on property or portion thereof situated below road grade, if the maximum height permitted would prevent adequate visibility as determined by the Zoning Administrator, the height of a ground sign may be increase by up to six (6) feet higher than the

maximum height established in this Article; provided however, that this provision shall not apply to highway signs, as defined.

Sec. 24.19. Height of Wall Signs.

No wall sign shall exceed the height of the building or structure on which it is placed.

Sec. 24.20. Sign Setback.

There shall be minimum required setback for ground signs of two (2) feet, except that temporary signs shall be erected no closer than ten (10) feet from a county, state, or federal road right-of-way.

Sec. 24.21. Types of Signs Permitted.

In addition to the general provisions regulating signs established in this Article, sign permissions shall be based on the types of sign permitted, and the zoning district according to Table 24.1 and 24.2 of this Article.

Sec. 24.22. Number of Signs Limited.

(a) Unless specifically provided otherwise in Tables 24.1 and 24.2 of this Article, a property shall be limited to only one (1) sign of the type permitted.

(b) No sign shall be erected to exceed the maximum number of signs as specified in Tables 24.1 and 24.2, as applicable.

Sec. 24.23. Area of Signs Limited.

No sign shall exceed the maximum area of the sign as specified for the type of sign in Tables 24.1 and 24.2 of this Article.

Table 24.1
Sign Area Permitted By Sign Type by Residential Zoning District
(Numbers are Square Feet)

Type of Sign (number permitted)	**R-1 and R-2**	**R-3 and RM**	**TND**
Ground sign, dwelling (1 per road frontage)	6	6	6
Wall sign, dwelling	X	X	X
Temporary ground sign during the time when a space, unit, building, or land is for sale, rent, or lease, or under construction (1 per road frontage)	6	6	6
Temporary wall or window sign during the time when a space, unit, building, or land is for sale, rent, or lease, or under construction	6	6	6
Project entrance ground sign (2 per entrance to subdivision), federal or state highway	32	32	32
Project entrance ground sign (2 per entrance to subdivision), all other routes	16	16	16

Table 24.2
Sign Area Permitted By Sign Type by Non- Residential Zoning District
(Numbers are Square Feet)

Type of Sign (number permitted)	**O-P and INST Zoning Districts**	**NS and CBD Zoning Districts**	**HB and M-I Zoning Districts**
Ground sign, lot containing a single non-residential use (1 per road frontage, interstate highway)	48	72	96
Ground sign, lot containing a single non-residential use (1 per road frontage, all other routes)	24	24	48
Secondary ground sign, lot containing a single non-residential use only (2 per road frontage, interstate highway)	12	12	36
Secondary ground sign, lot containing a single non-residential use only (2 per road frontage, all other routes)	6	6	8
Temporary ground sign during the time when a space, unit, building, or land is for sale, rent, or lease, or under construction (1 per road frontage, interstate highway)	24	24	32
Temporary ground sign during the time when a space, unit, building, or land is for sale, rent, or lease, or under construction (1 per road frontage, all other routes)	16	16	16
Multi-tenant ground sign, lot containing multiple non-residential or permitted principal uses only (1 per frontage, interstate highway)	96	96	96
Multi-tenant ground sign, lot containing multiple non-residential or permitted principal uses only (1 per frontage, all other routes)	48	48	48
Wall sign, on building containing a single non-residential permitted principal use	20% of signable area	40% of signable area	25% of signable area
Window sign, building containing a single non-residential use only	25% of window area	50% of signable area	25% of window area
Wall sign on freestanding canopy (1 per canopy wall)	15% of signable area	25% of signable area	20% of signable area
Wall sign, on building containing a multiple tenants (non-residential permitted principal use only)	40% of signable area of leased building frontage	50% of signable area of leased building frontage	50% of signable area of leased building frontage
Highway sign (1 per each 1,320 linear feet of frontage on I-75, limit one per property, spaced no closer than 660 feet of another highway sign)	X	X	336

Sec. 24.25. Illumination.

(a) Signs in single-family residential zoning districts shall not be illuminated; except that an approved nonresidential use in a residential district if a sign is permitted may be illuminated but not internally illuminated.

(b) Externally illuminated signs shall be lighted by a white, steady stationary light of reasonable intensity shielded and directed solely at the sign, so as not to cause glare or spill light into the road right-of-way or up into the sky.

(c) Neon tubing shall not be physically connected to any sign, and neon light outlining of windows, doors, buildings or other use of neon shall not be permitted.

Sec. 24.26. Special Event Signage.

Temporary signs and advertising devices may be permitted on commercial properties subject to the issuance of a special event sign permit by the Zoning Administrator. Such temporary signs and advertising devices shall conform to the following:

(a) Only one special event sign permit shall be issued on the same property in any calendar year.

(b) No special event sign permit shall be valid for more than fifteen (15) days.

(c) One banner shall be permitted per lot, which shall not exceed thirty-two (32) square feet in or fifteen (15) feet in height. Such banner may be temporarily placed or attached to a building wall, window, or ground sign, or it may be freestanding between two poles or stakes.

(d) One gas or air-filled advertising device may be permitted per lot, not to exceed a height of fifteen (15) feet.

(e) Pennants, streamers, and other wind-blown devices shall not be permitted as part of a special event sign permit.

Sec. 24.27. Signs on Corner and Double-Frontage Lots.

(a) Wall signs. With regard to wall sign allowances, if a building, structure, or freestanding canopy faces more than one road frontage, each wall facing a road frontage shall be permitted to have the sign area specified for such building, structure, or freestanding canopy in this Article.

(b) Ground signs. With regard to ground sign allowances, if a property faces more than one road frontage, each road frontage shall be permitted to have the number of signs and sign area specified for such property in this Article.

(c) No transfer of allowances between road frontages. The sign area allotted to one road frontage or building frontage shall not be transferred to another road frontage or building frontage.

(d) More than two frontages. If a property has more than two road frontages and/or building faces, it shall be permitted ground and wall signage on only two of the property frontages or building faces, respectively.

Sec. 24.28. Signs in PUD and MIX Zoning Districts.

For signs in the PUD and MIX zoning districts, each development shall conform to the sign regulations established as part of the zoning approval for the development. If no such regulations exist, each portion of a development existing on the effective date of this zoning ordinance shall not exceed the sign permissions of this Article for the zoning district most comparable to that portion of the development, as determined by the Zoning Administrator. Any sign which has not been previously approved as part of the zoning approval for the development or subsequently permitted and erected shall require submission and approval of a uniform sign plan as specified in this Article.

Sec. 24.29. Variances.

(a) Application. A request for a variance to the provisions of this Article may be initiated by a property owner or his authorized agent by filing an application with the Zoning Administrator.

(b) Application Requirements. The application shall be accompanied by an elevation drawing and/or plot plan, drawn to scale, showing the dimensions and arrangement of the proposed sign. The Zoning Administrator may require other information about the variance requested and its relationship to the surrounding properties. Variance applications shall be accompanied by a fee as established by the Governing Body by resolution from time to time.

(c) Procedure. Upon the filing of any complete application for a variance, a public hearing shall be scheduled and held by the Governing Body on the proposed variance. The Governing Body's meeting shall be a public hearing and the Governing Body shall hold a public hearing on any variance application. Public notice of the variance application shall be published in a newspaper of general circulation in the local jurisdiction at least fifteen (15) days prior to the first scheduled public hearing of the Governing Body. Such notice shall state the purpose, location, time and date of the public hearing, and the nature of said application.

(d) Authority. The Governing Body shall have authority to grant variances to this Article, upon application by a property owner and after receiving comment and recommendations by the Zoning Administrator and after holding a public hearing.

(e) Notification Following Decision. The Governing Body shall render a decision in writing within thirty-two (32) days after the initial public hearing on the proposed variance. The Zoning Administrator shall notify the applicant, in writing, of the Governing Body's decision within five (5) days after it has rendered its decision.

Sec. 24.30. Criteria for Acting Upon Sign Variances.

In acting upon variances, the Zoning Administrator shall submit written findings and the Governing Body shall consider the following criteria and the extent to which they support or fail to support the sign variance application:

(a) Whether there are unusual, exceptional or extraordinary circumstances or conditions applying to the property that do not apply generally to other property in the same vicinity or use district, and such conditions are not the result of the owner's or occupant's own actions. Such conditions may include topography, unique natural conditions, surroundings of the subject property, or the size or peculiar shape of the lot.

(b) As a result of such unusual circumstance or conditions, there is an unnecessary hardship or practical difficulty that renders it difficult to carry out the provisions of this Article.

(c) The authorization of such variance will not be materially detrimental to the public welfare or injurious to property in the vicinity or district in which property is located, and the variance will be in harmony with the general purposes and intent of the provisions of this zoning ordinance.

(d) The variance approved is the minimum variance that will make possible the legal use of the sign.