

ADVERTISING

Chapter 3

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***Cross references**—Use of advertising signs by alcoholic beverage dealers, §§ 4-24, 4-94, 4-170; advertising signs prohibited in Monroe Hills Memorial Gardens, § 8-58; license fee for advertising schemes or devices, § 12-21; placing handbills, circulars, etc. on motor vehicles, § 20-41; distribution of handbills or circulars on public property, § 20-42.

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ARTICLE I. IN GENERAL

Sec. 3-1. Posting of circulars or advertisements on utility poles, trees, etc., generally.

It shall be unlawful for any person to post or otherwise attach any circular, or advertisement on any telephone, telegraph or electric light pole or on any house, stable, fence, post or tree in the city.
(Code 1967, § 13-13; Ord. of 12-17-73)

Sec. 3-2. Attaching signs to utility poles.

It shall be unlawful for any person to nail or otherwise attach any sign or any telegraph, telephone, electric light or other utility pole in the city.
(Code 1967, § 24-1; Ord. of 4-3-84, § II[3])

Secs. 3-3—3-15. Reserved.

ARTICLE II. SIGNS ABUTTING OR VISIBLE FROM I-75 RIGHT-OF-WAY*

DIVISION 1. GENERALLY

Sec. 3-16. Application of article.

This article shall apply to all signs abutting or visible from the Interstate 75 right-of-way in the corporate limits of the city.
(Ord. of 4-3-84, § I[1])

Sec. 3-17. Compliance with article.

No sign governed by this article shall be erected or maintained, unless it is in compliance with the regulations contained in this article.
(Ord. of 4-3-84, § I[2])

Sec. 3-18. Penalty for violation of article.

Any person convicted of a violation of any provision of this article shall be punished by a fine of not more than three hundred dollars (\$300.00). Each day that such a violation continues shall be considered to be a separate and distinct violation.
(Ord. of 4-3-84, § V)

Sec. 3-19. Compliance with state law.

All signs located on sites abutting or visible from the Interstate 75 right-of-way shall conform to the Official Code of Georgia Annotated, sections 32-6-70 through 32-6-97, and shall meet all federal and state requirements necessary to obtain a permit under such sections. In instances where the sign controls of this article are more strict, the controls of this article shall apply.
(Ord. of 4-3-84, § I[4])

***Cross reference**—Provisions of zoning ordinance relative to signs, App. A §§ 70(c)(2), 71(d)(2), 72(a)(15), 72(b)(2), 102.

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Sec. 3-20. Prohibited locations generally.

No sign shall be erected or maintained in the following locations, where the same abut or are visible from the Interstate 75 right-of-way:

- (1) Within any street or highway right-of-way; provided, however, that this shall not apply to traffic signs and signals and informational signs erected by a public agency.
 - (2) Within three hundred (300) feet of any officially-designated historical site or monument; provided, however, that this shall not apply to signs pertaining to that particular site or monument.
- (Ord. of 4-3-84, § II[2], [5])

Sec. 3-21. Attachment to trees, rocks or fence posts.

Signs shall not be painted on, or attached to, natural features, such as trees or rocks, or to fence posts.
(Ord. of 4-3-84, § II[3])

Sec. 3-22. General construction and maintenance requirements.

Signs governed by this article must be constructed of durable materials and maintained in good condition and shall not be permitted to become dilapidated.
(Ord. of 4-3-84, § I[3])

Sec. 3-23. Imitation of warning or traffic, etc., signals or signs.

Signs imitating warning signals are prohibited on any site abutting or visible from the Interstate 75 right-of-way. No sign on any such site shall display lights resembling the flashing lights customarily used in traffic signals or in or on police, fire, ambulance or rescue vehicles, nor shall any such sign use the words, slogans, dimensional shape and size or colors of governmental traffic signs.
(Ord. of 4-3-84, § II[1])

Sec. 3-24. Fluttering ribbons and banners prohibited.

Fluttering ribbons or banners shall not be attached to, or displayed on, any sign governed by this article.
(Ord. of 4-3-84, § II[4])

Secs. 3-25. Removal of obsolete signs.

Any sign governed by this article which advertises an activity, business, product or service which has ceased operation or production shall be removed within six (6) months of the discontinuance of such activity, business, product, or service.
(Ord. of 4-3-84, § I[5])

Secs. 3-26—3-40. Reserved.

DIVISION 2: REGULATIONS FOR SPECIFIC TYPES OF SIGNS

Sec. 3-41. Home occupation signs.

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Home occupation signs shall be limited to one (1) non-illuminated professional or business name plate, not exceeding two (2) square feet in area, for each home.

(Ord. of 4-3-84, § III[1])

Sec. 3-42. Construction project signs.

One non-illuminated sign, not exceeding forty (40) square feet in area, displaying the name of the building, the contractors, the architects, the engineers, the owners and the financial, selling and development agencies is permitted upon the premises of any work under construction, alteration or removal. Such sign shall be removed from the site within thirty (30) days after the completion of the project.

(Ord. of 4-3-84, § III[2])

Sec. 3-43. Temporary subdivision signs.

Temporary signs, not exceeding forty (40) square feet in area, announcing a land subdivision development are permitted on the premises of the land subdivision. Such signs shall be spaced not less than three hundred (300) feet apart. They shall be removed when seventy-five (75) percent of the lots are conveyed.

(Ord. of 4-3-84, § III[3])

Sec. 3-44. Roof signs.

Not more than one (1) roof sign structure may be erected on the roof of any building. No roof sign structure shall extend more than twenty-five (25) feet above the elevation of the roof.

(Ord. of 4-3-84, § III[4])

Sec. 3-45. Wall signs.

Signs on the walls of a building (including signs attached flat against the wall, painted wall signs and projecting signs) shall meet the following requirements:

- (1) *Signs on front surface of building.* The total area of signs on the exterior front surface of a building shall not exceed twenty-five (25) percent of the front surface of the building.
- (2) *Signs on side and rear surface of building.* The total area of signs on a side or rear surface of a building shall not exceed fifty (50) percent of the exterior side or rear surface of the building, respectively.
- (3) *Projecting signs.* Wall signs attached flat against a wall may extend not more than twenty-four (24) inches from the wall. Signs attached at an angle to a wall may extend outward from the wall of a building not more than five (5) feet.

(Ord. of 4-3-84, § III[5])

Sec. 3-46. Illuminated signs generally.

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Illumination devices on a sign shall be so placed and so shielded that light from the sign itself will not be directly cast into any residential district, sleeping rooms in any district or the eyes of the driver of any automobile or other vehicle.

(Ord. of 4-3-84, § III[6])

Sec. 3-47. Outdoor advertising signs.

Outdoor advertising signs shall meet the following requirements and any variances to these requirements may not be granted by the board of zoning appeals, either under the powers of the board of zoning appeals as set out in Section 116 of the zoning ordinance of the city or otherwise:

- (1) *Size.* The outside measurement of all such signs shall be twelve (12) feet in height and fifty (50) feet in length or fourteen (14) feet in height and forty-eight (48) feet in length, with or without trim, or such other measurements as approved by the state department of transportation.
- (2) *Illumination.* All illuminated signs shall use base-mounted fluorescent or mercury vapor lights and shall be activated by photoelectric cells. Additional lighting, including, but not limited to, neon, animation and running lights, is prohibited.
- (3) *Height above interstate grade.* All signs shall be a minimum of ten (10) feet above adjacent interstate pavement measuring from the lower portion of the sign face. Signs shall not exceed seventy (70) feet in height. Two (2) signs in the same location (back to back or "V" formation) shall be the same height above the interstate's surface.
- (4) *Extrusions prohibited.* Extrusions beyond the face of the sign, excluding aprons, are prohibited.
- (5) *Number of signs per location.* Only one (1) sign shall be allowed to face the same direction per location. This allows back to back or "V" formation signs but prohibits two (2) signs (side by side) facing the same direction.
- (6) *Spacing.* Sign locations shall be no less than five hundred (500) feet apart measuring from the two (2) closest points.
- (7) *Interchange, number of signs.* No more than three (3) outdoor advertising signs shall be allowed per quadrant of any interchange adjacent to the interstate highway within the city limits. Further, the length of the quadrant will be one-half (1/2) the distance from the center of one interchange to the next interchange. The center of an interchange is defined as the point where the center line of the interstate intersects with the center line of the cross road. These signs must be within commercially or industrially zoned areas of the city.
- (8) *Marsh and historic area locations prohibited.* No sign shall be placed in or obstruct the view of a marshland area or an area of designated historic interest.
- (9) *Advertisement limitations.* Outdoor advertising shall be limited to the following:
 - a. Travel service facilities, including lodgings, gas, food, camping;

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- b. Areas of scenic beauty;
- c. Public attractions including historic, natural, scientific or recreational amenities;
- d. Other motorist services; and
- e. Any combination of the above-listed facilities. Further, the content of all advertising shall be directional in nature.

(Ord. of 4-3-84, § III[7]; Ord. of 8-15-95, § 1)

Sec. 3-48. "For sale" signs allowed on advertising property.

On-premises signs located within one hundred (100) feet of a regularly used part of the activity being advertised and located on the same property and "for sale" or "for lease" signs located on the property being advertised shall be permitted.

(Ord. No. 4-3-84, § III[8])

Sec. 3-49. Nonconformity of existing signs.

Any legally erected sign which becomes nonconforming as a result of this article shall be allowed to remain until purchased by the department of transportation or the county provided that the sign owner meets the requirements of state law and rules and regulations governing such signs.

(Ord. of 4-3-84, § III[9])