

ARTICLE XII
SIGNS

Sec. A. GENERAL PROVISIONS.

This Article shall hereafter be known and cited as the “Paulding County Sign Ordinance.”

Sec. B. PURPOSE AND FINDINGS.

(1) Purpose

This Article was enacted with the following purposes:

- (a) To protect the rights of individuals and businesses to convey their messages through signs;
- (b) To encourage the effective use of signs as a means of communication;
- (c) To promote economic development;
- (d) To improve traffic and pedestrian safety as it may be affected by distracting signs;
- (e) To prevent the destruction of the natural beauty and environment of the County;
- (f) To protect the public health, safety, and general welfare;
- (g) To restrict the continued existence of abandoned or non-conforming signs unless in compliance with the terms of this Article and to eliminate, over time, all non-conforming signs;
- (h) To ensure the fair and consistent enforcement of sign standards; and
- (i) To provide an easier, quicker and more economically efficient way to apply for a sign review application.

(2) Findings

- (a) Paulding County finds that signs are a proper use of private property, are a means of personal free expression and a necessary component of a commercial environment. As such, signs are entitled to the protection of the law. In the absence of regulation, however, the number of such signs

tends to proliferate, with property owners desiring ever increasing numbers and sizes of signs, leading to cluttered and aesthetically blighted thoroughfares. In addition, the competition among competing sign owners for visibility of their signs contributes to safety hazards for both vehicles and pedestrians and undermines the sign owners' original purpose of presenting a clear message of their idea or identification of their premises.

- (b) Unsafe, cluttered and aesthetically blighted thoroughfares are a potential problem throughout the County. The County finds it imperative that signs along its corridor be within the driver's vision while attending to traffic so as to distract drivers for the minimal length of time. In addition to height limits, the competing interests requiring signage on county thoroughfares necessitate appropriate size limitations that will support visibility of all signs, not just a favored few. It is also imperative that all signs contain no distracting features, such as movement, either actual or simulated, changing light patterns, or other distracting features.
- (c) Regulation of the size, height, number and spacing of signs throughout the County is necessary to protect the public safety, to assure compatibility of signs with surrounding land uses, to enhance the business and economy of the County, to protect the public investment in the streets and highways, to maintain the tranquil environment of residential areas, to promote industry and commerce, to eliminate visual clutter and blight, to provide an aesthetically appealing environment, and to provide for the orderly and reasonable display of advertising for the benefit of all the County's citizens.
- (d) The County further finds that there is a substantial difference between signs erected by public authority and signs erected by private citizens or businesses. Signs erected by public authority are virtually all erected for the purpose of maintaining the public safety either through direct control of traffic or through provision of such type signage as street signs which enable the traveling public to know where they are located and to find where they are going. As such, with the exception of signs identifying government buildings or facilities, virtually all government signs are erected purely for public safety purposes. Moreover, their use in the public right-of-way is necessary to ensure their visibility to the motoring public. The County finds that public utility signs are frequently of the same nature as those signs erected by governmental entities in that they provide necessary information to safeguard the public from downed power lines and from street excavations. Even where signs serve a propriety purpose, such as identifying markings on utility polls, those signs are marked primarily for the purpose of benefiting the public generally through identification of locations where there may be temporary losses of power.

- (e) The County finds that some signage has a single targeted function and that identification of such signage by description is impossible without referring to its function. For instance, address numerals are used for the sole purpose of locating addresses, which is of benefit to persons looking for those addresses and is essential to public safety personnel responding to emergencies. While such signage is referenced based upon the function it serves within the context of this ordinance, the bulk of the provisions of this ordinance are unrelated to the content of the speech provided and allow maximum expressive potential to sign owners.
- (f) The County finds that advances in technology utilizing LED components results in signs much brighter in appearance for LED signs than for signs not utilizing LED technology. Studies show, particularly during non-daylight hours, that attention given by drivers to such signs is measurably longer than attention given to non-LED signs. These findings have been reported by such diverse agencies as the Virginia Tech Transportation Institute in its March 22, 2007 report on Driving Performance and Digital Billboards and the Wisconsin Department of Transportation in its December 1994 Milwaukee County Stadium Variable Message Sign Study. As a result of these and other studies, the County has determined that use of LED technology on outdoor signage in the County along thoroughfares of various categories is detrimental to the public safety.

Sec. C: DEFINITIONS.

Words and phrases used in this Article shall have the meanings set forth in this section. Words and phrases not defined in this section, but defined in the Paulding County Zoning Ordinance, shall be given the meanings set forth in such ordinance. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this Article.

- (1) ***Abandoned sign.*** Any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, or missing letters or which is otherwise dilapidated, unsightly, or unkempt, and for which no person accepts maintenance responsibility. Also, any sign associated with a business that has ceased operations for thirty (30) days or more.
- (2) ***Animated sign.*** Any sign, or part of a sign, that uses any movement or change of lighting or color to depict action or create a special effect or scene.
- (3) ***Applicant.*** A business, company, person, or owner who formally applies for a Sign Review Application (SRA), a Temporary Sign Review Application (TRSA), Billboard Review Application (BRA) for Paulding County.

- (4) **Audible sign.** Any sign which emits a sound.
- (5) **Awning/canopy sign.** Any sign that is a part of, or attached to, an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.
- (6) **Banner.** A sign other than a flag with or without characters, letters, illustrations or ornamentation applied to cloth, paper, plastic, or fabric that is intended to be hung either with a frame or without a frame. Neither flags nor canopy signs are considered banners.
- (7) **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.
- (8) **Bootleg sign.** Sign, placard, poster, card, banner, or other indicia of the interests of any person, group, business, or organization on any post, pole, fence, or tree. Including but not limited to, light and telephone poles, on any street, sidewalk, thoroughfare, or public right-of-way other than signs erected or caused to be erected by Paulding County.
- (9) **Billboard.** An off-premise, freestanding sign with an area of more than one hundred twenty square feet (120 sq. ft.) and not larger than six hundred seventy-two square feet (672 sq. ft.).
- (10) **Billboard Review Application (BRA).** Application provided by County to review proposed signs for compliance to this article.
- (11) **Changeable copy sign.** Any sign that incorporates changing lights, lettering, or images to form a sign message or messages, whether such changes are accomplished electronically or manually. Any graphics and messages shall not change more than one time per minute.
- (12) **Director.** The Director of the Department of Community Development, or his or her designee for a particular purpose.
- (13) **Directory sign.** A single sign for multiple businesses, offices, professionals, industries, or other entities located within a planned center.
- (14) **Drive-through/drive-in facility.** A location where products and/or services are distributed to, or business is transacted with, a person seated in a motor vehicle.
- (15) **Electronic sign.** A sign whose message may be changed at intervals by computer controller, microprocessor controller, or by remote control, and

whose message is displayed through the use of LED, LCD, plasma, or other similar type panels or screens, including devices known as commercial electronic message signs and similar devices.

- (16) **Entry wall sign.** Any single faced sign attached to or erected and confined within the limits of an exterior wall generally along the perimeter of a development.
- (17) **Fall zone.** An area equal to one hundred thirty-three percent (133%) of the height of the structure in every direction.
- (18) **Festoon.** Includes, pennants, flags, banners, streamers, inflatable devices, string so lights, figures/characters or other similar device.
- (19) **Flag.** Any fabric or bunting containing colors, patterns, or symbols used as a symbol of a government, entity, or other organization.
- (20) **Flashing sign.** 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.
- (21) **Gateway sign.** A sign approve by the Director and the Paulding County DOT placed or constructed wholly or partially within right-of-way at key entry points to Paulding County, established communities, and other county facilities. These signs are specifically to provide unique identity and distinct characteristics of the county, community or public facility with an overall common theme.
- (22) **Home-occupation sign.** A sign for an approved home occupation on a residential parcel of land, with advertising for services or products legally offered on the premises where the sign is located.
- (23) **Illuminated sign, External.** A sign illuminated by an external light source. Such source cannot be a device that changes color, flashes or alternates.
- (24) **Illuminated sign, Internal.** A sign illuminated by an internal light source. Such source cannot be a device that changes color, flashes, or alternates.
- (25) **Instructional Signs.** A sign used to give direction or instruction to the public, such as, but not limited to “enter,” “exit,” “no parking,” “drive through,” “rest rooms,” and so forth. Instructional signs shall be a monument sign with a sign face not to exceed four (4) square feet in size and three (3) feet in height.

- (26) **Kiosk Sign.** A free-standing and multiple sided structure owned by the County and located in public rights-of-way that displays directional information to residential and commercial developments.
- (27) **LED sign.** An electronically controlled sign utilizing light-emitting diodes to form some or all of the sign message.
- (28) **Marquee, marquee sign.** Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.
- (29) **Menu sign.** A sign or sign structure which is fully enclosed or otherwise protected from the elements, including but not limited to a box, shadow box, or cabinet, attached to a wall, or freestanding, which is used solely for the purpose of displaying restaurant menus or announcements of activities within the establishment for which the menu or announcement is displayed. A menu display may be used for a restaurant without drive-through service and for transient lodging facilities which have restaurant facilities open to the general public in addition to the registered guests.
- (30) **Mobile sign.** A sign which is attached to, mounted on, pasted on, painted or drawn 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.
- (31) **Monument sign.** A freestanding sign mounted directly upon the ground and not attached to or a part of or supported by a building and designed in such a manner that the base of the sign face is flush with the supporting solid base which is flush with the ground. The base shall be at least as wide as the sign.
- (32) **Moving sign.** A sign which revolves, rotates, swings, undulates, or otherwise attracts attention through the structural movement of parts.
- (33) **Multi-tenant.** One or more buildings, located on a single premise, containing two (2) or more separate and distinct individual establishments, which occupy separate portions of the building and which are physically separated from each other by walls.
- (34) **Off-premise sign.** A sign which identifies, advertises, or promotes a product, service, person, place activity, event, idea or any other thing located or obtainable elsewhere other than the lot where such sign is located and not principally sold on the lot on which it is located.

- (35) ***On-premise sign.*** A sign which identifies advertises or promotes a product, service, person, place, activity, event, idea or any other thing located or obtainable on or at the lot where such sign is located.
- (36) ***Out-of-store marketing device.*** An out-of-store marketing device is any facility or equipment which is located outside of a primary building on a site zoned for non-residential uses, which is used for the primary purpose of providing a product or service at the device location without the owner's or agent's immediate presence, and which is manufactured to include a color, form, graphic, illumination, symbol, and/or writing thereon to communicate information regarding the product or service provided thereby to the public. Examples of out-of-store marketing devices include: fuel pumps, bank ATM units, vending machines, newspaper racks, drink machines, ice boxes, and phone booths. Where signs integral to such out-of-store marketing devices are too small to be legible to the traveling public from rights-of-way and are otherwise non-removable without damage to the equipment's surface, they do not require a SRA and are not subject to overall sign limitations for the lot on which they appear.
- (37) ***Pennant, streamer.*** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.
- (38) ***Permanent sign.*** Any sign which, when installed, is intended for permanent use. A permanent freestanding sign shall be of a type and construction as not to be easily or readily removed from the lot on which it has been erected.
- (39) ***Permitted.*** Authorized in accordance with the terms of the Article.
- (40) ***Person.*** A natural or legal person, including a firm, organization, partnership, trust, or corporation.
- (41) ***Portable sign.*** A sign which is not permanently affixed to the ground or to a structure, including but not limited to signs on trailers or signs mounted or painted on vehicles which are parked in such a manner as to serve the purpose of a sign.
- (42) ***Principal building.*** The building in which the principal use of the lot is conducted. Non-residential lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages, and other structures with clear accessory uses shall not be considered principal buildings.

- (43) **Projecting sign.** Any sign which is projected from the wall of a building or structure.
- (44) **Public sign.** Any sign erected by or caused to be erected by a governmental entity including kiosk directional signs through the Paulding County Kiosk Sign Program, public utility, or railroad and gateway signs.
- (45) **Roof sign.** Any sign erected and constructed wholly on and over the roof of a building, or supported by the roof structure.
- (46) **Sign face.** That part of a sign that is or can be used for advertising purposes.
- (47) **Sign.** Any device, fixture, placard, or structure affixed to, supported by, or suspended by a stationary object, building or the ground that uses any color, form, graphic, illumination, symbol, or writing to communicate information of any kind to the public
- (48) **Signs during vacancy.** Signs permitted for developments with vacant lots, units, and/or tenant spaces.
- (49) **Sign Review Application (SRA).** Application provided by County to review proposed signs for compliance to this article.
- (50) **Standard informational sign.** A sign with an area of not greater than four (4) square feet, with a sign face made for short term use, containing no reflecting elements, flags, or projections and which, when erect, stands at a height not greater than three (3) feet and is mounted on a stake or metal frame with a thickness or diameter not greater than one and one-half (1 ½) inches. Off-premise standard informational signs are prohibited. Permits are not required.
- (51) **Suspended sign.** A sign which is suspended from an eave or soffit of a building. (Must provide eight (8) or more feet of ground clearance.)
- (52) **Temporary sign.** Any sign that is not permanently mounted.
- (53) **Temporary Sign Review Application (TSRA).** Application provided by County to review proposed temporary signs for compliance to this article
- (54) **Tri-vision sign.** A sign designed with a series of triangular slats that mechanically rotate in sequence with one another to show three different sign messages in rotation.
- (55) **Wall sign.** Any sign attached parallel to a wall, painted on the wall surface or erected and confined within the limits of an outside wall of any building

or structure, which is supported by such wall or building and which displays only one sign surface. No wall sign shall extend more than twelve (12) inches from any wall, building, or structure.

- (56) *Window sign.* Any sign that is placed inside a window or upon the window panes or glass, either inside or outside the building, and is visible from the exterior of the structure.

Sec. D. POWERS AND DUTIES OF PERSONNEL.

The Director is hereby authorized and directed to administer and enforce this Article, unless otherwise specifically provided by resolution of the Board of Commissioners.

Sec. E. APPLICABILITY.

The standards of this Article shall apply to all signs erected within the unincorporated area of the County.

Sec. F. APPROVED APPLICATION.

It shall be unlawful for any person to post, display, materially change, or erect a sign in the County without first having obtained an approved SRA, TSRA or BRA, and /or building permit. Notwithstanding the foregoing, the following signs do not require an approved Sign Review Application.

- (1) Signs which are not visible from a public right-of-way or from neighboring properties
- (2) Standard information signs;
- (3) Flags;
- (4) Public signs;
- (5) Instructional signs; and
- (6) Window signs.
- (7) Paulding County Kiosk Sign Program.

Sec. G. FEES REQUIRED.

No SRA, TSRA or BRA shall be approved until the appropriate application has been filed and approved by the Director and fees have been paid.

Sec. H. APPLICATION CONTENT.

SRA, TSRA and BRA required by this Article shall be filed by the person owning the subject lot, or the owner's agent, in the office of the Director upon forms furnished by that office. The application shall describe and set forth the following:

- (1) The type and purpose of the sign as defined in this Article.
- (2) The value of the sign.
- (3) For Billboards and as requested by County staff, monument signs, a survey to scale showing the property upon which the subject sign is to be located, the proposed location of subject sign on subject property, the distance of the proposed sign from the subject property's boundaries, required setbacks, and all existing structures or buildings on the subject property.
- (4) The square foot area per sign and the aggregate square foot area of all signs if there is more than one (1) sign.
- (5) The name(s) and address (es) of the owner(s) of the real property upon which the subject sign is to be located.
- (6) Written consent of the owner of the property, or his/her agent, granting permission for the placement, maintenance, size, and height of the subject sign to be placed on the property.
- (7) Wall signs: One set of building elevations.
- (8) The name, address, telephone number, and Occupational Tax Certificate number of the sign contractor including a copy of a current Occupational Tax Certificate from a City or County located in the State of Georgia.
- (9) All for signs which incorporate electricity must obtain an electrical permit.
- (10) Sign details, including a proposed color scheme of sign, and scaled elevation of the size and height of the proposed sign from ground level and adjacent street level.
- (11) The zoning district in which the subject property is located.
- (12) Such other additional information as may be requested by Staff.

Sec. I. APPLICATION REJECTION.

(1) Rejection

The Director may reject any SRA, TSRA and BRA that is incomplete, that contains false material statements or omissions, or that is for a sign which would violate any standard within this Article.

(2) Notice of Decision

The Director may give notice to the applicant of his/her decision by hand delivery, fax, email, or by mailing such notice to the address on the application within thirty (30) days of receiving a completed application for which fees have been paid and receipted. If the decision of the Director is to deny the application, the decision may state the grounds upon which the denial is based. Failure of the Director County to act within the thirty (30) day period shall be deemed a denial of the application.

(3) Appealable

A rejection pursuant to this Section shall be appealable pursuant to the procedures of the Zoning Board of Appeals outlined in the Paulding County Zoning Ordinance.

(4) Resubmission

A rejected application later resubmitted in conformity with this Article shall be deemed to have been submitted on the date of resubmission, instead of the original submission date. The resubmitted application will be considered as a new application and is subject to all application requirements and fees. An application which is resubmitted shall meet all the standards for an original application.

Sec. J. REVOCATION.

Should it be determined that a SRA, TSRA or BRA approved pursuant to an application containing a false material statement or omission, the Director may revoke said approved application and the subject sign shall be immediately removed. A revocation pursuant to this Section shall be appealable pursuant to the procedures of the Zoning Board of Appeals outlined in the Paulding County Zoning Ordinance. An application for any sign not meeting the standards of this Article may be revoked.

Sec. K. ADMINISTRATIVE VARIANCE.

The Director shall have the power to grant variances to this Article as to sign dimensions, as well as setbacks up to ten percent (10%) of the requirements of this Article where, in his/her opinion, the intent of this Article can be achieved by granting a variance. No Administrative Variances may be granted for height. All other administrative variance procedures, standards, requirements, and appeals process are identified in Article XV of the Zoning Ordinance. In the event the Director denies the

application for an Administrative Variance, the applicant may pursue an appeal pursuant to Article 15, Sec. D.

Sec. L. VARIANCE.

(1) Limitations

The Board of Zoning Appeals may grant variances to this Article only as to number of signs, building material, sign style, setbacks, or size up to twenty percent (20%) of the requirement of this Article, provided that no variance shall be granted as to the height of a sign which exceeds the maximum size established by this Article or height within the subject property's zoning district.

(2) Procedure

Except as modified by this Article, the procedures for requesting a variance from the standards of this Article shall be the same procedures as that for seeking a variance from the County's ordinances regulating zoning.

(3) Standards

The standards which shall be considered for granting a variance from the standards of this Article shall be only the following:

(a) The topography of the lot on which the sign is located or to be located renders it impossible to comport with the strict standards of this Article.

(b) The natural features of the lot on which the sign is located or to be located, or of the land immediately adjacent to the lot, impairs the visibility of the sign such that it cannot be seen.

Sec. M. VIOLATION.

Violation of any provision of this Article may be grounds for revoking an approved SRA, TSRA or BRA.

Sec. N. EXPIRATION DATE.

An approved SRA shall become null and void if the sign for which the SRA was issued has not been installed and completed within six (6) months from the date of issuance of the SRA. No refunds shall be made for a SRA after approved. If later an individual desires to erect a sign at the same location, a new SRA for the sign must be processed and another fee paid in accordance with the fee schedule applicable at such time.

Sec. O. COUNTY OCCUPATION TAX CERTIFICATE, PUBLIC LIABILITY INSURANCE REQUIRED.

It shall be unlawful for any person to engage in the business of erecting or maintaining signs within the County, unless and until such entity has obtained or provided a copy of a valid occupation tax certificate from a city or county within the State of Georgia and a certificate of insurance from an insurance company authorized to do business in this State evidencing that the entity has in effect public liability and property damage insurance in the sum of twenty-five thousand dollars (\$25,000.00) for property damage for any one (1) claim, and public liability insurance in an amount not less than one hundred thousand dollars (\$100,000.00) for injuries, including accidental death to one (1) person. The certificate of insurance shall state that the insurance carrier shall notify the County thirty (30) days in advance of any termination and/or restriction of the coverage, including nonrenewal, cancellation, and nonpayment of any premium.

Sec. P. IDENTIFICATION LABELS; INSPECTION.

(1) Identification Labels

With each approved SRA, an identification label will be issued bearing the same number as the SRA. It shall be the duty of the applicant or agent to affix the label to the sign in the lower right hand area so it is easily seen. The absence of a label shall be prima facie evidence that the sign has been, or is being, erected or operated in violation of the standards of this Article.

(2) Inspection

The Director may inspect all existing signs in the County to determine if such signs conform to the standards of this Article. Identification labels may be provided for all signs in order to identify existing conforming and nonconforming signs.

Sec. Q. SIGNS WHICH DO NOT REQUIRE AN SRA.

The following shall not count toward the total amount of signage allowed and no SRA is required so long as all standards in this Article are met, including those set forth below:

- (1) Numerals displayed for the purpose of identifying property location not to exceed eight (8) inches in height;
- (2) Flags; (subject to standards identified within this Article)
- (3) Window signs;
- (4) Door signs not to exceed one (1) square foot in size and not more than one (1) sign per door; and
- (5) Standard Informational Signs in all districts.

Sec. R. PROHIBITED SIGNS AND DEVICES.

The following types of signs are prohibited in the County:

- (1) Any sign not specifically identified in this Article as an authorized sign.
- (2) Streamers, feather signs, windsocks, Air Dancers, Sky Dancers, Inflatable Billboards, off premise human directionals, wind wavers, or other air/gas filled figures or devices unless a Temporary Sign Review Application has been completed, submitted, and approved by the Director. Upon TSRA approval by the Director, the maximum time period for these type devices is thirty (30) consecutive days with a maximum of three (3) times per calendar year.
- (3) Signs consisting in whole or in part of a series, line, or row of lights, whether supported by cables or other physical means, within one hundred fifty (150) feet of a street and visible from a street. Notwithstanding the foregoing, holiday lights and decorations displayed not more than thirty (30) days before nor thirty (30) days after a holiday shall be exempted from this Section.
- (4) Beacons, search lights or laser lights or images unless a Temporary Sign Review Application has been completed, submitted, and approved by the Director. Upon TSRA approval by the Director, the maximum time period for these type devices is thirty (30) consecutive days with a maximum of three (3) times per calendar year.
- (5) Audible signs.
- (6) Signs in a public right of way, other than public signs.
- (7) Signs mounted or located on a tree, utility pole, or other similar structure.
- (8) Roof signs and signs which extend vertically above any portion of a roof or parapet of the applicable wall. This also includes any type of illuminated structures or devices and inflatable devices that are solely intended for advertisement.
- (9) Portable signs except those affixed to motor vehicle.
- (10) Signs which depict nudity, or sexual conduct as defined in O.C. G.A § 32-6- 52.
- (11) Signs which advertise an activity which is illegal under federal, state or local laws.

- (12) Signs not in good repair, in violation of codes, or containing or exhibiting broken panels, visible rust, visible rot, damaged support structures, or missing letters.
- (13) Abandoned signs.
- (14) Animated signs and
- (15) Changeable copy signs which change more than once per twenty (20) seconds within one hundred fifty (150) feet of a road right of way.
- (16) Flashing signs.
- (17) Signs which contain or are an imitation of an official traffic sign or signal or contain the words “stop,” “go,” “slow,” “caution,” “warning,” or similar words in such a manner as to resemble official traffic control signs.
- (18) Projecting signs.
- (19) Off-premise signs are prohibited unless specifically allowed by this Article.
- (20) Electronic sign with a sign face over 120 square feet.
- (21) Billboard Signs in the Pauling Airport Master Overlay District (PAMOD).
- (22) Bootleg Signs

Sec. S. VIOLATIONS; PENALTIES.

- (1) Noncompliance
No person shall erect on any premises owned or controlled by that person any sign which does not comply with the standards or requirements of this Article.
- (2) Dangerous or defective
No person shall maintain or permit to be maintained on any premises owned or controlled by that person any sign which is in a dangerous or defective condition. Any such sign shall be removed or repaired by the applicant of the sign, the owner of the premises, or as otherwise provided for in this Article.
- (3) Separate violation
Each sign installed, created, erected, or maintained in violation of this Article shall be considered a separate violation when applying the penalty portions herein. Additionally for each sign, a separate violation shall be deemed to exist for each day the sign is in violation of this Article.

(4) Public nuisance

Any violation of this Article is hereby declared to be a public nuisance.

(5) Notice

The Director shall give the violator ten (10) to thirty (30) days written notice, based on the practical considerations of completing measures to comport with the standards of this Article, to correct the deficiencies or to remove the sign(s) which is in violation of this Article. If the violator refuses to correct the deficiencies or remove the sign, the Director may have the sign removed at the expense of the violator.

(6) Citations

If any sign or other device covered by this Article is erected, constructed, altered, converted or used in violation of any provision of this Article, the Director may issue a citation. Additionally, the County may seek an injunction for a continuing violation or take other appropriate action to prevent such unlawful erection, construction, alteration, conversion or use to correct or abate such violation. Any violation of this Article shall be a misdemeanor offense, and the violator shall be subject to a fine of up to one thousand dollars (\$1,000.00), imprisonment for up to sixty (60) days, or by both such fine and imprisonment.

Sec. T. NON-CONFORMING SIGNS.

(1) Non-conforming sign.

A non-conforming sign is a sign which has already been erected, affixed, or placed as of the effective date of this ordinance, which complies with the applicable sign regulations existing prior to the effective date of this Article, but which does not comply with the terms of this Article.

(2) Maintained

A nonconforming sign shall not be replaced by another nonconforming sign, except that the substitution or interchange of poster panels, painted boards, or dismountable material on nonconforming signs shall be permitted provided that said replacement does not constitute a material change to the sign. All nonconforming signs shall be maintained in good repair.

(3) Repairs; material change

Minor repairs and maintenance of nonconforming signs shall be permitted; provided however, no structural repairs or changes in the size or shape of a nonconforming sign shall be permitted except to make the sign comply with the standards of this Article. To the extent that any sign allowable hereunder is damaged or destroyed by act of God or by other circumstances beyond the control of the owner of the sign then such sign may be repaired without regard to the restrictions of this paragraph within sixty (60) days of when the initial

damage occurred. The replacement of an existing sign face utilizing LED technology is expressly prohibited.

(4) Grandfathering

Nonconforming signs may stay in place until one of the following conditions occurs:

- (a) The advertised activity ceases at that location or at the off-premise location.
- (b) The deterioration of the sign or damage to the sign makes it a hazard or renders it dilapidated; unsightly, or unkempt; or
- (c) The sign has been damaged to such extent that more than minor repairs or a material change is required to restore the sign. No structural repairs or change in shape or size shall be permitted except to make the sign comply with all standards of this Article. To the extent that any sign allowable hereunder is damaged or destroyed by act of God or by other circumstances beyond control of owner of sign then such sign may be repaired without regard to the restrictions of this paragraph within sixty (60) days of when the initial damage occurred.

Signs which do not comply with the terms of the Article and which do not qualify as a non-conforming sign as set forth in sub section (1) of this section shall be removed or brought into conformance within ninety (90) days of the date of adoption of this Article by the Paulding County Board of Commissioners.

Sec. U. REMOVAL OF UNLAWFUL OR DANGEROUS SIGNS.

(1) Removal.

The County may order the removal of any sign in violation of this Article by written notice to the applicant, the real property owner upon which the sign is located, or the owner of the sign. If an approved SRA has been issued, such notice shall operate to revoke the SRA.

(2) Procedure following removal Order.

If the sign is not removed within the time allowable pursuant to Section 19 of this Article the County may remove or cause the sign to be removed.

(3) Removal without notice.

The County may have removed any sign in violation of this Article, without giving notice to any party, if:

- a. Said sign is upon the public right-of-way or upon other public property;
or
- b. Said sign poses an immediate safety threat to the life or health of any members of the public.

Sec. V. SIGN LOCATION.

- (1) Obstructions to doors, windows or fire escapes.
No sign shall be erected, relocated, or maintained so as to prevent free ingress or egress from any door, window, or fire escape.
- (2) Signs not to constitute traffic hazard.
No sign or any part thereof, except authorized public signs, shall be located in any public right-of-way or property unless authorized by Paulding County or as an approved gateway sign. No sign may be located any closer than fifteen (15) feet to an intersection as measured from the intersection of the two (2) rights-of-way.
- (3) Setback
Unless a more restrictive setback is specified in conditions of zoning or otherwise in this Article, all signs and all parts of signs shall set back at least ten (10) feet from the right-of-way, or twenty (20) feet from the edge of pavement if a private street, and no sign shall project over the right-of-way.

Sec. W. MEASUREMENT OF SIGN AREA.

- (1) Size generally
The area of a sign shall be computed as the area within the smallest continuous polygon comprised of not more than eight (8) straight lines enclosing the limits of a sign face, together with any sign face cabinet or frame or material, texture, or color forming an integral part of the sign face used to differentiate the sign face from the structure upon which it is placed. If polygons established around wall signs located on the same street oriented wall are within twenty-four (24) inches or less of one another, then the area of the sign shall be measured within one continuous polygon.
- (2) Structure
The computation of the area of a sign face shall not include the structure, supports, or uprights on which the sign face is placed or any portions of a sign structure that are not intended to contain any message or idea and are purely structural or decorative in nature, other than those parts contained within the polygon that delimits the sign face.
- (3) Electronic sign / Changeable copy sign
For any signs on which the words, letters, figures, symbols, logos, fixtures, colors, or other design elements routinely change or are intended to be changed from time to time, the sign face area shall include the entire area within which any words, letters, figures, symbols, logos, fixtures, colors, or other design elements may be placed, together with any frame or material, texture or coloring forming an integral part of the sign face or used to differentiate the sign face from the structure upon which it is placed. Such changeable copy signs cannot flash, and if located within one hundred fifty

(150) feet of a road right of way, may not change more than one time per 20 seconds. The changeable copy portion of an allowed sign shall not exceed 75% of the overall sign area. Changeable copy displays shall remain constant in lighting, color, and all other changeable variables allowed by technology.

(4) Multi-faced signs

For multi-faced signs, when the sign face surfaces are back to back, or where the interior angle formed by the faces is forty-five (45) degrees or less, the area of the sign shall be taken as the areas on the largest side. For all other multi-faced signs, the area of the sign shall be the total area on all sides that can be viewed at one time from any angle.

Sec. X. MEASUREMENT OF SIGN HEIGHT.

(1) The height of a sign shall be computed as the distance from the base of the sign structure at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of:

(a) existing grade prior to construction or

(b) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zone lot, whichever is greater. Where the normal grade is below the normal grade of a public street, the sign base can be raised to the elevation of the normal grade of the street before the height limitations are applied (A surveyor's elevation certificate is required).

Sec. Y. CONSTRUCTION STANDARDS.

(1) Building codes

All signs permitted under this code shall be constructed and maintained in accordance with the applicable County building codes. The County may remove after due notice any sign which shows neglect or becomes dilapidated.

(2) Faces

The face of sign shall be flat, with protrusions of no more than two (2) inches to allow for the texture of the sign and words, letters, figures, symbols, logos, fixtures, colors, or other design elements. No sign or other advertising structure shall be constructed so as to have nails, tacks, or wires protruding there-from.

- (3) Illumination
Signs, when illumination is permitted, may be illuminated internally or externally.
- (4) Landscaping
Landscaping and grass shall be maintained in front of, behind, underneath, and around the base of monument signs.

Sec. Z. RESTRICTIONS BASED ON LOCATION.

If not otherwise stated, any sign not specifically allowed in a zoning district as provided under this Section shall be prohibited in that district, except as otherwise provided for under this Article. The following standards govern signs within specific zoning districts.

A. AGRICULTURAL (A-1) DISTRICT

1. Monument Sign

a. One (1) maximum thirty-two (32) square foot, monument sign per business or institutional lot shall be permitted for each street on which the lot has frontage.

b. One (1) maximum thirty-two (32) square foot, entry wall or monument sign or two (2) single-faced entry wall or monument signs not to exceed sixteen (16) square feet each for each side of a platted single family subdivision entrance. Subdivisions with more than one (1) identifiable section, as shown on an approved preliminary plat, may be allowed internal monument signs of sixteen (16) square feet on one (1) side of the entrance to each section. Both an approved SRA and a building permit are required.

c. Monument signs shall have a maximum height of six (6) feet and shall not be internally illuminated.

2. Signs during construction.

One (1) non-illuminated sign shall be allowed during construction. The sign shall not exceed thirty-two (32) square feet in area and five (5) feet in height, and shall only be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent monument sign, whichever occurs first. A sign during construction must be located ten (10) feet off any right-of-way. An approved TSAR is required. No building permit is required.

3. Flag.

Each lot may display no more than three (3) flags and/or flagpoles. The flagpole shall not exceed thirty-five (35) feet in height. Neither an SRA nor a building permit is required.

4. Banner.

Banners shall be allowed for a period not exceeding forty-five (45) days with no more than three (3) such forty-five (45) day periods being permitted per calendar year per lot. Banners shall not be more than twenty-four (24) square feet. No banner shall be

mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet nor shall it extend more than five (5) feet above grade when on the ground. An approved TSRA is required. No permit is required.

5. Standard informational sign.

Each lot may display one (1) standard informational sign, except that during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs. Neither a SRA nor a building permit is required.

6. Signs during vacancy.

Developments in which there are vacant lots, units, and/or tenant spaces shall be entitled to one such sign per access-providing street frontage of the development. Signs during vacancy shall not exceed 6 square feet in area, shall have a maximum height of five (5) feet, and shall not be illuminated. Signs during vacancy shall be allowed for a period not exceeding ninety (90) days with no more than two (2) such 90-day periods being permitted per calendar year.

An approved TSRA is required. No building permit is required. Any development with an approved TSRA for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day period.

7. Instructional sign.

Instructional signs are permitted adjacent to internal entrance drive(s) serving the development. Instructional signs shall have a maximum sign face of four (4) square feet and shall not be illuminated. The maximum height permitted for Instructional signs shall be three (3) feet. The sign must be a minimum of five(5) feet from all right-of-way and property lines. Neither a SRA nor building permit is required.

B. SUBURBAN RESIDENTIAL (R-2) DISTRICT, SEWERED SUBURBAN RESIDENTIAL (R-2 WITH SEWER) DISTRICT, PLANNED RESIDENTIAL DEVELOPMENT (PRD) DISTRICT, OPEN SPACE RESIDENTIAL DEVELOPMENT (OSRD) DISTRICT AND LOW DENSITY QUALITY RESIDENTIAL DEVELOPMENT DISTRICT

1. Monument sign.

a. One (1) maximum thirty-two (32) square foot, monument sign per lot occupied with an institutional use shall be permitted for each street on which the lot has frontage.

b. One (1) maximum thirty-two (32) square foot, entry wall or monument sign or two (2) single-faced entry wall or monument signs not to exceed sixteen (16) square feet for each side of a platted single family subdivision entrance shall be permitted for each street on which the lot has frontage. Subdivisions with more than one (1) identifiable section, as shown on an approved preliminary plat, may be allowed internal identification monument signs of sixteen (16) square feet on one (1) side of the entrance to each section. Residential developments cannot have a changeable copy sign.

c. Monument signs shall have a maximum height of six (6) feet, and not be internally illuminated unless it is an institutional land use.

d. Both an approved SRA and a building permit are required.

2. Signs during construction.

One (1) non-illuminated sign shall be allowed during construction. The sign shall not exceed thirty-two (32) square feet in area and five (5) feet in height, and shall only be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent monument sign, whichever occurs first. Signs during construction must be located ten (10) feet off any right-of-way. An approved TSRA is required. No building permit is required.

3. Flag.

Each lot may display no more than three (3) flags and/or flagpoles. The flagpole shall not exceed thirty-five (35) feet in height. Neither an SRA nor a building permit is required.

4. Banner.

Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. Banners shall not be more than twenty-four (24) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet nor shall it extend more than five (5) feet above grade when on the ground. An approved TSRA is required. No permit is required.

5. Standard informational sign.

Each lot may display one (1) standard informational sign, except that during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs. Neither a SRA nor a building permit is required.

6. Signs during vacancy.

Developments in which there are vacant lots, units, and/or tenant spaces shall be entitled to one such sign per access-providing street frontage of the development. Signs during vacancy shall not exceed six (6) square feet in area, shall have a maximum height of five (5) feet, and shall not be internally illuminated. signs during vacancy shall be allowed for a period not exceeding ninety (90) days with no more than two (2) such 90-day periods being permitted per calendar year. An approved TSRA is required. No building permit is required. Any development with an approved TSRA for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day period.

7. Instructional sign.

Instructional signs are permitted adjacent to internal entrance drive(s) serving the development. Instructional signs shall have a maximum sign face of four (4) square feet and shall not be illuminated. The maximum height permitted for instructional signs shall be three (3) feet. The sign must be a minimum of five (5) feet from all right-of-way and property lines. Neither a SRA nor building permit is required.

C. MULTI-FAMILY NON FEE SIMPLE (RENTAL) RESIDENTIAL (R-4) DISTRICT, DUPLEX (R-5) DISTRICT MULTI-FAMILY FEE SIMPLE (NON-RENTAL) RESIDENTIAL (R-7) DISTRICT

1. One (1) maximum thirty-two (32) square foot monument sign or two (2) single-faced monument signs not to exceed sixteen (16) square feet for each side of the development's entrance shall be permitted for each street on which the multi-family property or property occupied with an institutional use has. The sign shall have a maximum height of six (6) feet and shall not be internally illuminated. Both an approved SRA and a building permit are required.

2. Signs during construction.

One (1) non-illuminated sign shall be allowed during construction. The sign shall not exceed thirty-two (32) square feet in area and five (5) feet in height, and shall only be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent monument sign, whichever occurs first. Signs during construction must be located ten (10) feet off any right-of-way. An approved TSRA is required. No building permit is required.

3. Flag.

Each lot may display no more than three (3) flags and/or flagpoles. The flagpole shall not exceed thirty-five (35) feet in height. Neither an SRA nor a building permit is required.

4. Banner.

Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. Banners shall not be more than twenty-four (24) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet nor shall it extend more than five (5) feet above grade when on the ground. An approved TSRA is required. No permit is required.

5. Standard informational sign.

Each lot may display one (1) standard informational sign, except that during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs. Neither a SRA nor a building permit is required.

6. Signs during vacancy.

Developments in which there are vacant lots, units, and/or tenant spaces shall be entitled to one such sign per access-providing street frontage of the development. Signs during vacancy shall not exceed 6 square feet in area, shall have a maximum height of five (5) feet, and shall not be internally illuminated. Signs during vacancy shall be allowed for a period not exceeding ninety (90) days with no more than two (2) such 90-day periods being permitted per calendar year. An approved TSRA is required. No

building permit is required. Any development with an approved TSRA for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day period.

7. Instructional sign.

Instructional signs are permitted adjacent to internal entrance drive(s) serving the development. Instructional signs shall have a maximum sign face of four (4) square feet and shall not be illuminated. The maximum height permitted for instructional signs shall be three (3) feet. The sign must be a minimum of five (5) feet from all right-of-way and property lines. Neither a SRA nor building permit is required.

D. LOW RISE OFFICE (LRO) DISTRICT, OFFICE-INSTITUTIONAL (O-I) DISTRICT, AND NEIGHBORHOOD COMMERCIAL (NB) DISTRICT

1. Monument sign.

a. One (1) maximum seventy-five (75) square foot, monument sign shall be permitted for each street on which the lot has frontage (excludes spin sites and out-parcels). The sign shall have a maximum height of fifteen (15) feet and shall not be internally illuminated. Notwithstanding the foregoing, monument signs shall have a setback of ten (10) feet from any right-of-way or property line.

b. Both an approved SRA and a building permit are required.

2. Wall sign

Wall signs are permitted on street-facing walls (including windows and doors). Businesses without a street on which there is frontage, but which have exterior entrances to the building, are entitled to one principal wall sign on the exterior wall of the business. A principal wall sign is limited to seventy-five (75) square feet or two (2) square feet per linear foot of the wall, on which such sign is erected, which ever is greater. Not more than one (1) principal wall sign per wall shall be permitted. Both an approved SRA and a building permit are required.

3. Instructional signs.

Instructional signs are permitted adjacent to internal entrance drive(s) serving the development. The maximum height permitted for instructional signs shall be three (3) feet with a maximum sign face of four (4) square feet. Instructional signs may be internally illuminated only. No building permit is required.

4. Window sign.

Window signs shall not occupy in the aggregate more than twenty-five percent (25%) of the window area. Such signs shall not be illuminated. Neither a SRA nor a building permit is required.

5. Awning/canopy signs.

Awning/canopy signs may be displayed. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy. An approved SRA is required. A building permit may be required.

6. Flags.

Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty-five (35) feet in height. Neither an SRA nor a building permit is required.

7. Standard informational sign.

Each lot may display one (1) standard informational sign, except that during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs. Neither a SRA nor a building permit is required.

8. Banners.

Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. In the case of lots which contain multiple businesses, each business shall be allowed a banner. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet nor shall it not extend more than five (5) feet above grade when on the ground. An approved TSRA is required. No permit is required.

9. Signs during construction.

One (1) non-illuminated sign shall be allowed during construction. The sign shall not exceed thirty-two (32) square feet in area and five (5) feet in height, and shall only be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent monument sign, whichever occurs first. Signs during construction must be located ten (10) feet off any right-of-way. An approved TSRA is required. No building permit is required.

10. Signs during vacancy.

Developments in which there are vacant lots, units, and/or tenant spaces shall be entitled to one such sign per access-providing street frontage of the development. Signs during vacancy shall not exceed 6 square feet in area, shall have a maximum height of five (5) feet, and shall not be internally illuminated. Signs during vacancy shall be allowed for a period not exceeding ninety (90) days with no more than two (2) such 90-day periods being permitted per calendar year. Any development with a permit for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day permit period. An approved TSRA is required. No building permit is required. Any development with an approved TSRA for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day period.

E. GENERAL BUSINESS (B-1) DISTRICT AND PLANNED SHOPPING CENTER (PSC) DISTRICT

1. Monument sign.

a. Outlots / Single-unit commercial locations. One (1) maximum seventy-five (75) square foot, monument sign shall be permitted for each street frontage. The sign shall have a maximum height of fifteen (15) feet. The sign shall be located ten (10) feet from any right-of-way or property line. The sign can be either internally or externally illuminated.

b. Shopping centers, small retail centers with multiple business units. One (1) maximum one-hundred (100) square foot multi-tenant, monument sign shall be permitted for each street frontage. If the lot has more than one thousand (1,000) linear feet of frontage (excludes spin sites and out-parcels) a second sign shall be allowed. The sign shall have a maximum height of twenty-five (25) feet. Notwithstanding the foregoing, monument sign shall have a setback of ten (10) feet from any right-of-way or property line. The sign can be either internally or externally illuminated.

c. Both an approved SRA and a building permit are required.

2. Wall signs.

Wall signs are permitted on street-facing walls (including windows and doors). Businesses without a street on which there is frontage, but which have exterior entrances to the building, are entitled to one principal wall sign on the exterior wall of the business. A principal wall sign is limited to seventy-five (75) square feet or two (2) square feet per linear foot of the wall, on which such sign is erected, whichever is greater. Not more than one (1) principal wall sign per wall shall be permitted. Both an approved SRA and a building permit are required.

3. Menu sign.

Two menu signs are allowed. A menu sign must be a monument sign and be oriented toward a drive-thru lane, and shall not be legible from the public right-of-way. The signs shall not exceed six (6) feet in height and shall be internally illuminated only. No building permit is required.

4. Banner.

Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. In the case of lots which contain multiple businesses, each business shall be allowed a banner. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet nor shall it not extend more than five (5) feet above grade when on the ground. An approved TSRA is required. No permit is required.

5. Signs during construction.

One (1) non-illuminated sign shall be allowed during construction. The sign shall not exceed thirty-two (32) square feet in area and five (5) feet in height, and shall only be allowed beginning with the commencement of construction and ending with the issuance

of a Certificate of Occupancy or installation of a permanent monument sign, whichever occurs first. Signs during construction must be located ten (10) feet off any right-of-way. An approved TSRA is required. No building permit is required.

6. Out of store marketing device.

Out of store marketing devices are allowed. These devices shall be designed for pedestrian traffic and may be required to be screened from a public right-of way or residential property line. No building permit is required.

7. Flags.

Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty-five (35) feet in height. Neither an SRA nor a building permit is required.

8. Suspended signs.

In a multi-tenant commercial or office building, in addition to all other permitted signs, one (1) suspended non-illuminated sign per entrance used shall be allowed. Suspended signs shall adhere to the following: not exceed three (3) square feet in area; be uniform in size, material, color and shape and is placed in an equivalent location to other such signs located on the same building; be suspended from the eave, canopy, or soffit of the building; and maintain a minimum of eight (8) feet clearance between the bottom of the sign and the walkway below. No building permit is required.

9. Window signs.

Window signs are allowed without a permit and shall not occupy in the aggregate more than twenty-five percent (25%) of the window area. Neither a SRA nor a building permit is required.

10. Awning/canopy signs.

Awning/canopy signs may be displayed. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy. An approved SRA is required. A building permit may be required.

11. Standard informational signs.

Each lot may display one (1) standard informational sign, except that during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs. Neither a SRA nor a building permit is required.

12. Signs during vacancy.

Developments in which there are vacant lots, units, and/or tenant spaces shall be entitled to one such sign per access-providing street frontage of the development. Signs during vacancy shall not exceed 6 square feet in area, shall have a maximum height of five (5) feet, and shall not be internally illuminated. Signs during Vacancy shall be allowed for a period not exceeding ninety (90) days with no more than two (2) such 90-day periods being permitted per calendar year. An approved TSRA is required. No

building permit is required. Any development with an approved TSRA for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day period.

13. Instructional signs.

Instructional signs are permitted adjacent to internal entrance drive(s) serving the development. The maximum height permitted for Instructional Signs shall be three (3) feet with a maximum sign face of four (4) square feet. Instructional signs may be internally illuminated only. No building permit is required.

G. HIGHWAY BUSIENSS (B-2) DISTRICT, LIGHT INDUSTIRAL (I-1) DISTRICT AND HEAVY INDUSTRIAL (I-2) DISTRICT

1. Billboard.

Within B-2, I-1 and I-2 Zoning Districts, freestanding billboard shall not be less than one hundred twenty (120) square feet nor exceed six hundred seventy-two (672) square feet and shall be located according to the following standards:

a. Along, and oriented toward, State numbered primary routes or national highways only;

b. At least three hundred (300) feet circumference setback from all residential or A-1 zoning districts, as well as all property lines of any lot containing a public or private school, place of worship, public building, public park, or daycare facility;

c. Any portion of the sign must be a Minimum ten (10) foot setback from public or private road right-of-way and adjacent property lines for all portions of the billboard;

d. Minimum of seven hundred fifty (750) feet along the same road side from any other Billboards or Freestanding Sign, except Standard Informational Signs;

e. The lot on which the billboard is located shall have sufficient area to accommodate the Fall Zone, and excepting the sign, no buildings or structures shall be contained in the Fall Zone;

g. The proposed billboard location must have an existing commercial or industrial land use or a commercial or industrial development permitted on the site with a minimum of fifty percent (50%) of the primary structure completed.

f. Maximum of thirty-five (35) feet in height; and

h. Georgia Department of Transportation permit.

i. Both an approved BRA and building permit is required.

j. Double stacked billboards are prohibited.

2. Monument signs.

a. Outlots / Single-unit industrial or commercial locations. One (1) maximum seventy-five (75) square foot, monument sign shall be permitted for each street frontage. The sign shall have a maximum height of fifteen (15) feet.

b. Industrial parks, business parks, technology parks, shopping centers, and small retail centers with multiple business units. One (1) maximum one hundred (100) square foot multi-tenant, monument sign shall be permitted for each street frontage. If the lot has more than one thousand (1,000) linear feet of frontage (excludes spin sites and out-parcels) a second sign shall be allowed. The sign shall have a maximum height of twenty-

five (25) feet. Notwithstanding the foregoing, monument signs shall have a setback of ten (10) feet from any public or private right-of-way or property line.

c. Both an approved SRA and a building permit are required.

3. Wall signs.

Wall signs are permitted on street-facing walls (including windows and doors). Businesses without a street on which there is frontage, but which have exterior entrances to the building, are entitled to one principal wall sign on the exterior wall of the business. A principal wall sign is limited to seventy-five (75) square feet or two (2) square feet per linear foot of the wall, on which such sign is erected, whichever is greater. Not more than one (1) principal wall sign per wall shall be permitted. Both an approved SRA and a building permit are required.

4. Menu sign.

Two menu signs are allowed. A menu sign must be a monument sign and be oriented toward a drive-thru lane, and shall not be legible from the public right-of-way. The signs shall not exceed six (6) feet in height and shall be internally illuminated only. No building permit is required however an electrical permit may be necessary.

5. Banner.

Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. In the case of lots which contain multiple businesses, each business shall be allowed a banner. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet nor shall it extend more than five (5) feet above grade when on the ground. An approved TSRA is required. No permit is required.

6. Signs during construction.

One (1) non-illuminated sign shall be allowed during construction. The sign shall not exceed thirty-two (32) square feet in area and five (5) feet in height, and shall only be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent monument sign, whichever occurs first. Signs during construction must be located ten (10) feet off any right-of-way. An approved TSRA is required. No building permit is required.

7. Out of store marketing device.

Out of store marketing devices are allowed. These devices shall be designed for pedestrian traffic and may be required to be screened from a public right-of way or residential property line. No building permit is required however an electrical permit may be necessary.

8. Flags.

Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty-five (35) feet in height. Neither an SRA nor a building permit is required.

9. Suspended signs.

In a multi-tenant commercial or office building, in addition to all other permitted signs, one (1) suspended non-illuminated sign per entrance used shall be allowed. Suspended signs shall adhere to the following: not exceed three (3) square feet in area; be uniform in size, material, color and shape and is placed in an equivalent location to other such signs located on the same building; be suspended from the eave, canopy, or soffit of the building; and maintain a minimum of eight (8) feet clearance between the bottom of the sign and the walkway below. No building permit is required.

10. Window signs.

Window signs are allowed without a permit and shall not occupy in the aggregate more than twenty-five percent (25%) of the window area. Neither a SRA nor a building permit is required.

11. Awning/canopy signs.

Awning/canopy signs may be displayed. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy. An approved SRA is required. A building permit may be required.

12. Standard informational signs.

Each lot may display one (1) standard informational sign, except that during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs. Neither a SRA nor a building permit is required.

13. Signs during vacancy.

Developments in which there are vacant lots, units, and/or tenant spaces shall be entitled to one such sign per access-providing street frontage of the development. Signs during Vacancy shall not exceed 6 square feet in area, shall have a maximum height of five (5) feet, and shall not be internally illuminated. Signs during Vacancy shall be allowed for a period not exceeding ninety (90) days with no more than two (2) such 90-day periods being permitted per calendar year. An approved TSRA is required. No building permit is required. Any development with an approved TSRA for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day period.

14. Instructional signs.

Instructional signs are permitted adjacent to internal entrance drive(s) serving the development. The maximum height permitted for Instructional Signs shall be three (3) feet with a maximum sign face of four (4) square feet. Instructional signs may be internally illuminated only. No building permit is required.

H. MOBILE HOME PARK (R-6) DISTRICT

1. Monument Signs.

a. One (1) maximum thirty-two (32) square foot, entry wall or monument sign not to exceed ten (10) feet in height or two (2) single-faced entry wall or monument signs not to exceed sixteen (16) square feet for each side of a mobile home park entrance and not to exceed six (6) feet in height, identifying the name of the mobile home park, shall be permitted for each street on which the lot has frontage. The monument sign(s) shall be setback a distance of ten (10) feet from any public or private right-of-way or property line and shall not be internally illuminated.

b. Both an approved SRA and a building permit are required

2. Signs during construction.

One (1) non-illuminated sign shall be allowed during construction. The sign shall not exceed thirty-two (32) square feet in area and five (5) feet in height, and shall only be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent monument sign, whichever occurs first. Signs during construction must be located ten (10) feet off any right-of-way. An approved TSRA is required. No building permit is required.

3. Flag.

Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty-five (35) feet in height. Neither an SRA nor a building permit is required.

4. Banner.

Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. In the case of lots which contain multiple businesses, each business shall be allowed a banner. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet nor shall it extend more than five (5) feet above grade when on the ground. An approved TSRA is required. No permit is required.

5. Standard informational signs.

Each lot may display one (1) standard informational sign, except that during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs. Neither a SRA nor a building permit is required.

6. Signs during vacancy.

Developments in which there are vacant lots, units, and/or tenant spaces shall be entitled to one such sign per access-providing street frontage of the development. Signs during Vacancy shall not exceed 6 square feet in area, shall have a maximum height of five (5) feet, and shall not be internally illuminated. Signs during vacancy shall be allowed for a period not exceeding ninety (90) days with no more than two (2) such 90-

day periods being permitted per calendar year. An approved TSRA is required. No building permit is required. Any development with an approved TSRA for a sign during vacancy shall be prohibited from having standard informational signs and/or banners during the 90-day period.

7. Instructional signs.

Instructional signs are permitted adjacent to internal entrance drive(s) serving the development. The maximum height permitted for instructional signs shall be three (3) feet with a maximum sign face of four (4) square feet. Instructional signs may be internally illuminated only. No building permit is required.

Sec. AA. REINSTALLATION OF EXISTING WALL SIGNS.

Any existing wall sign removed as a part of a renovation project for a shopping center shall be permitted to be reinstalled, subject to the following standards:

1. The shopping center owner shall obtain the appropriate building and development permits prior to the commencement of the renovation project in accordance with all County standards and regulations.
2. The shopping center owner shall provide to the County photographs detailing the dimensions of the existing wall signs prior to removal.
3. Reinstallation shall only be allowed for wall signs with a valid existing SAR.
4. Reinstallation shall only be allowed for wall signs with square footages not exceeding seven percent (7%) of the applicable wall area.
5. No alteration of any kind shall be made to the wall signs proposed for reinstallation.
6. During construction, each tenant shall be allowed to display a banner in lieu of a permanent sign. The banner size shall be no greater than thirty-two (32) square feet. Tenants shall be required to obtain a TSRA for the banner.
7. The banner shall be permitted with the commencement of construction and removed with the issuance of a Certificate of Occupancy or reinstallation of the removed wall sign, whichever occurs first.
8. Any wall sign removed without prior identification from the County as a legal existing wall sign will be subject to all of the sign standards established in this Article.

Sec. BB. REMOVAL OF ABANDONED SIGNS.

Any sign associated with a business which has ceased operations for sixty (60) days or more shall be removed by the property owner of record within thirty (30) days of notification from the Community Development Department. The Community Development Department shall be required to provide official written notification to the property owner indicating the type and location of sign(s) which require removal.

Sec. CC. SEVERABILITY.

Should any article, section, clause, or provision of this Article be declared by a court of competent jurisdiction to be invalid, such action shall not affect the validity of the ordinance as a whole or any part hereof other than the part so declared to be invalid, it being the intent of the Paulding County Board of Commissioners that each article, section, clause, and provision hereof be severable.