

Chapter 74.-Sign Ordinance

Section 74-1.-Legal Framework and Relationships

- A. Short Title.** Chapter 74.-Signs is also referred to as the Sign Code.
- B. Purpose and Findings.** These regulations are necessary to uphold the fundamental goals of protecting public health, safety, and welfare. Specific objectives include the following:
1. To ensure signs are designed, constructed, installed, and maintained according to minimum standards to safeguard life, health, property, and public welfare;
 2. To ensure signs contribute to, rather than detract, from the aesthetic beauty of the natural and built environment of the City of Acworth;
 3. To reflect and support the desired character and development patterns of various zones, corridors, and plan districts so as to promote an attractive environment;
 4. To balance business owner's or property owner's desired level of visibility for signs concurrently with public interest;
 5. To reduce visual clutter, obstructions, and distractions along private and public roadways so as to reduce risk of driver collisions with structures, pedestrians, bicyclists, or other road users;
 6. To ensure that the constitutionally guaranteed right of free speech is protected.
- C. Compliance Required** The regulations and requirements of Chapter 74.-Signs apply to all signs erected or existing within the corporate limits of the City of Acworth, Georgia that are intended to be viewed or which can be viewed from a public right of way, a private street, or adjacent property. All erection, construction, reconstruction, enlargement, moving, altering, repair or converting of such signs shall be performed in compliance with the requirements of this chapter.
- D. Conflicts with Other Provisions.** Where there is a conflict between a land use regulation and a structural regulation, or other conflicts not otherwise addressed in this section, the most restrictive applies.
- E. Severability.** If any section, subsection, paragraph, sentence, phrase, clause, term or word of Chapter 74.-Signs is declared unconstitutional by the valid judgement or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect the remaining sections, subsections, paragraphs, subparagraphs, sentences, phrases, clauses, terms or words of Chapter 74.-Signs.

Section 74-2.- Authority and Scope

- A. Authority.** This Chapter 74.-Signs will be administered and enforced by the Development Director or their designee. The Director may implement procedures, forms and written policies for administering the provisions of this chapter.
- B. Exemptions from this Sign Code.** The following are exempt from the regulations of this Sign Code, but may be subject to the other portions of the City Code:
1. Signs which are not visible from a right of way or another property;
 2. Historical signs carved into a building prior to January 1, 2023;
 3. Signs installed by federal, state, or local government agencies;
- C. Exemptions from Permitting Requirements.** The following are not required to obtain a permit prior to their installation, but they are required to comply with all other regulations of this Sign Code:
1. A Frame and T Frame Sign compliant with **Section 74-5.E.-Portable Signs**;
 2. Directional Signs;
 3. Drive Through/Drive Up Signs;
 4. Flags;
 5. Incidental Signs;
 6. Inflatable Signs not exceeding an aggregate of 150 cubic feet per lot;
 7. Markers or Headstones placed over grave sites;
 8. Property Address Signs;
 9. Signs located completely inside an enclosed space;
 10. Signs on products that are an integral part of the product, the product's packaging, and product dispensers (such as but not limited to a soft drink machine);
 11. Signs protected by federal and state law;
 12. Traffic Control Devices and Signs defined by the latest edition of the Manual on Uniform Traffic Control Devices (MUTCD) for Streets and Highways;

D. Prohibitions. The following are prohibited, and existing signage must be removed upon request unless otherwise specifically authorized in this Sign Code:

1. Abandoned signs;
2. Air- and gas-filled (inflatable devices);
3. Dilapidated signs or signs not in good repair, specifically those in a state of disassembly, or any sign, which has its internal lighting, exposed to view;
4. Obscene signs as defined by O.C.G.A § 16-12-80 (b)
5. Roof signs (this shall include all signs, temporary or permanent);
6. Searchlights and similar devices;
7. Signs constituting a hazard to public safety because they no longer meet the lateral and/or vertical loads as specified in the Building Code;
8. Signs constituting a hazard to public safety because they no longer meet the wiring and installation standards of the Electrical Code;
9. Signs that interfere with utilities such as water mains and hydrants, sanitary sewerage or septic systems, gas, electricity, and communications equipment or lines;
10. Signs that interfere with natural or man-made stormwater drainage facilities;
11. Signs located within public right of ways;
12. Signs within an easement provided for a railroad;
13. Signs which produce noise or sounds capable of being heard, even though the sounds produced are not understandable sounds. This provision does not prohibit radio transmissions used in conjunction with any sign;
14. Signs that interfere with safe and free ingress and egress of any door, emergency exit, driveway, street, or roadway.
15. Signs imitating public warning or traffic control devices. Any sign that displays intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, and any sign that may confuse a driver to believe such a sign to be an official public warning or traffic control device is prohibited. Any sign that uses the dimensional shape, size, colors

of, or otherwise substantially imitates a public warning sign or traffic control device is prohibited; and,

16. Snipe signs.

Section 74-3.-Applying the Code Language and Definitions

A. Reading and applying the code. Literal readings of the code language will be used.

Regulations that are no more or less strict than as stated. Where there is a conflict between a graphic or a text, the text shall prevail. Proposals for signs where the code is silent or where rules of this chapter do not provide basis for concluding the that the sign is allowed, are prohibited.

B. Tenses and Uses.

1. Words used in the singular include the plural. The reverse is also true.
2. Words used in the present tense include the future tense. The reverse is also true.
3. The words "must," "will," and "may not" are mandatory.
4. The word "may," is permissive
5. "Prohibited" means that an adjustment, conditional use, or other land use may not be requested in order to allow a modification to the regulation in question.

Section 74-4.-Nonconforming Signs

A. Purpose. The intent of the regulations in this section are to reduce the negative impacts from nonconforming signs. At the same time, the regulations assure that the signs may continue and that the sign regulations will not cause unnecessary burden. The intent of these regulations is not to force all signs to be immediately brought into conformance with current regulations; instead, the intent to gradually bring existing signs into conformance.

B. Regulations that Apply to All Nonconforming Signs

1. **Signs Installed Under Former Codes.** A nonconforming sign is a sign that was lawfully erected and maintained pursuant to the applicable regulations of the City of Acworth Sign Code at the time that it was erected but, by reason of subsequently adopted or amended regulations, no longer conforms to one or more provisions of this Sign Code.
2. **Signs Annexed into City of Acworth.** Signs which were legally erected under the Cobb County Ordinance would become nonconforming under this Sign Code upon annexation of the subject property by the City and be allowed to remain subject to conformance with this section.
3. **Illegal Signs.** Any sign that was not lawfully erected in accordance with sign regulations in effect at the time of the sign's construction or which was substantially altered in a way inconsistent with the sign regulations in effect at the time of the signs' alteration, shall be considered an illegal sign and shall not be granted nonconforming status.

4. **Loss of Nonconforming Status.** A nonconforming sign shall immediately lose its nonconforming designation and become an illegal sign if:
- a. The sign was altered in any way that increases its degree of nonconformance with the requirements of this Sign Code; or,
 - b. The sign was relocated on the property, unless the location results in the sign becoming compliant with all provisions of the Sign Code; or,
 - c. Any part of the sign structure is replaced other than the sign face or sign copy (e.g., panel exchange);
 - d. The sign has become an abandoned sign, unless the owner establishes facts sufficient to rebut the presumption of abandonment; or
 - e. The deterioration of the sign or damage to the sign, regardless of the cause, renders the sign a hazard to public safety.
 - f. The sign has deteriorated or been damaged to such extent that repairs required to restore the sign would cost more than 50 percent of the cost to erect a new sign of substantially similar construction.
 - g. If a primary building on a lot is demolished, redeveloped, or expanded in such manner that affects 70 percent or more of its total gross floor area, then all nonconforming signs on the subject lot shall be removed or rebuilt to comply with the provisions of this Sign Ordinance.

C. Repairs and Maintenance.

1. **Good Condition Required.** All signs shall be maintained in good condition so as to present a neat and orderly appearance. Sign faces and structural supports shall be free of any cracking, peeling paint, warping, rusting, or significant color fading.
2. Nothing in this Sign Code shall prevent the owner of a nonconforming sign from continuing to perform routine maintenance and repair on such sign, including the repair of existing electrical systems, lettering, or refreshing any coats of paint the same color.
3. Nothing in this Sign Code shall prevent an owner from making routine changes to the copy or text of an existing nonconforming sign, including the substitution or interchange of poster panels or similar. However, owners are not permitted to replace a nonconforming sign with another nonconforming sign.
4. No structural repairs, enlargement of the size or height of the sign face, or other work which alters the sign in a manner that requires the issuance of a building permit shall be permitted except to make the sign comply with the requirements of this Sign Code; except that any sign damaged by fire or an Act of God may be restored to their original condition.

D. Documentation of Non-Conforming Signs.

1. The Development Director shall determine whether adequate proof of nonconforming status has been provided by the subject sign owner and/or property owner.
2. A preponderance of evidence shall be provided by the sign owner and/or property owner and be sufficient to show that the nonconformity was lawfully established before adoption of the current regulations. Evidence shall also indicate that the nonconformity has been continuous, and that the sign has not lost its nonconforming status. Examples of reliable evidence include: dated satellite or on-street imagery; building or sign permits; zoning certification letters; or other official records issued by a governing authority.

Section 74-5.- Permitting

A. Permits Are Required. Except as specifically excluded from the provisions of this chapter, it shall be unlawful for any person to post, display, substantially change or erect a permanent or temporary sign or advertising device in the City without first having obtained a sign permit.

B. Who May Apply.

1. Signs without electrical components. The owner of site on which a sign or sign structure is to be placed must be the applicant for a permit or registration. The owner may authorize another responsible party to obtain a permit or registration (e.g., tenant or sign contractor). The Development Director may require written documentation of such authorization.
2. Signs with electrical components. When a sign includes electrical components, the applicant must either be a licensed State of Georgia electrical contractor, engineer, or the owner of the property.

C. Application Requirements. Unless otherwise exempt from this Chapter or from permitting requirements, applications for temporary and permanent sign permits must be made in writing upon forms furnished by the Development Director. The application may contain the general information below as the Development Director determines is appropriate for the sign type. Signs may not be displayed until the permit is obtained and applicable fees have been paid:

1. Sign quantity, type, materials, and dimensions;
2. Address of the site on which the sign is to be located;
3. Exact proposed sign location on the property, building, or structure;
4. Applicant name, address, and phone number;
5. Property owner's name, address, and phone number;
6. Sign owner's name, address, and phone number (when different than property owner);
7. Sign contractor's business license number (when they are performing the installation);
8. Electrical contractor's business license number and state card number (when sign has electrical components being installed, repaired, or replaced).
9. Method of attachment to the building, foundation, or other construction requirements as specified in the applicable building codes.

10. A sign elevation or rendering, drawn to scale, that includes;
 - a. Sign dimensions and materials;
 - b. Supports and footings dimensions and materials;
 - c. Clearances above or projecting sign extensions into right of way;
 - d. Electrical component information (if any).
11. A site plan, drawn to scale, showing:
 - a. Property lines and length of street frontages;
 - b. Length of building walls and length of tenant space frontages;
 - c. Location of the public entrance(s) to each building;
 - d. Names of abutting streets; and,
 - e. Vision clearance areas.
12. Any other information requested by the Development Director as necessary to ensure compliance with this Chapter has been met.

D. Requirements for the Use of Portable Signs. Portable signs do not require a permit. However, the use of the portable sign must remain in conformance with the standards referenced herein.

1. Portable signs shall be permitted only in the Central Business District, the Highway 41 Corridor District, the Highway 92 Corridor District, the Light Commercial District, and the Gateway District.
2. No additional features shall be added to the sign or its supporting structure. Portable signs may not be attached to sawhorses, easels, or other means of propping up the signage.
3. Portable signs must be kept within 10 feet of a building's public entrance or from an attached patio area utilized by the establishment, where there is a primary building upon the property.
4. Portable signs shall not obstruct vehicular vision clearance from adjacent driveways, nor shall they obstruct pedestrian or cyclist use of rights-of-way in such a manner as to require pedestrians or cyclists to step off sidewalks, trails, or paths onto roadways in order to go around the subject sign.
5. Portable signs shall only be posted during the operating hours of the establishment.
6. Portable signs erected without registration or in violation of these standards shall be declared unlawful signs and owners may be asked to remove such sign from the premises.

E. Requirements for Permitting and Use of Temporary Signs. Temporary signs do require that a permit be formally obtained in accordance with **Chapter 74-5.C** and that fees paid prior to the use of the sign upon the property. Use of temporary signs must remain in conformance with the standards referenced herein.

1. Only the signs listed below are eligible for a temporary sign permit:
 - a. Banners;
 - b. Feather style ground signs (two "feather" signs per permit);
 - c. Temporary freestanding signs associated with legally permitted construction work or the sale of commercial real estate.
2. Temporary signs are permitted in any zoning district, but are not permitted to occupy designated parking spaces, vehicular drive areas, or any portion of right-of-way. Such signs must be wholly upon private property
3. Temporary signs shall not be affixed to any trees, natural objects, street light or utility poles, federal state or county signs or poles, or other permanent signs or sign structures.
4. Temporary signs displayed in conjunction with-permitted construction work or the sale of commercial real estate shall be mounted upon double posts not to exceed 8 feet in height and strong enough to safely support the sign face. Such temporary post signs may have up to two sign faces and a sign area of up to 32 square feet.
5. Not more than one temporary sign may be displayed on a permissible lot (not including posting on a business facade for a multi-tenant building) at any given time.
6. Duration of Temporary Sign Installation.
 - a. General Time Frames for Temporary Signs. Temporary signs permits may be issued for either 14, 30, or 90 calendar days. Temporary signs cannot be displayed on premises for more than 182 calendar days in a calendar year. New businesses must obtain an approved permit prior to a formal grand opening. In such cases, the permit fee may be waived at the discretion of the Director of Planning and Zoning.
 - b. Time Frames Specific to Construction and Real Estate Sale Signs. Signage installed as part of authorized construction work or the commercial sale of real estate shall be removed within ten (10) days after the construction work is completed or after the date of closing. No mounting materials may remain in the ground after the sign has been removed.

Section 74-7-Design Requirements

A. Illumination

1. No sign shall give off light, which glares, blinds, or has any other adverse effect on traffic or adjacent properties.
2. The light from an illuminated sign shall be established in such a way that adjacent properties and roadways are not adversely affected and that no direct light is cast upon adjacent properties and roadways. This shall be determined by measuring the footcandles (lumens per square foot) that fall on adjacent properties.
 - a. No sign shall exceed one half (0.5) maintained footcandles at any adjacent property line in a residential district.
 - b. No sign shall exceed two (2.0) maintained footcandles at any public right-of-way, unless otherwise authorized by this Code or the Board of Aldermen.
3. All monument signs which incorporate lighting shall have underground utility service.

B. Electric Copy or LED Sign Design Requirements. LED reader message board signs are permitted in all sign districts with the exception of the Residential and Downtown Historic Sign Districts with the following stipulations:

1. The sign may utilize text or images or a combination thereof. Images must be static (not moving).
2. No video of any kind allowed.
3. The reader board panels cannot occupy more than 40% of the face of the sign or structure upon which it is applied to nor may it be the primary sign advertising the place of business.
4. Electronic Changeable Message Signs may not operate at brightness levels of more than 0.20 foot candles above ambient light levels as measured at a distance of 150 feet.
5. Each sign must have a light sensing device that will adjust the brightness of the display as the natural ambient light conditions change.
6. The owner of said LED sign shall provide to the City of Acworth contact information for a person who is available to be contacted at any time and who is able to turn off the electronic sign promptly after a malfunction occurs. If, at any time more than 5% of the LED display lights malfunction or are no longer working, the owner of said LED sign shall make repairs to the sign within sixty (60) days or the sign will require removal.
7. If the City of Acworth finds that the LED sign causes a glare or otherwise impairs the vision of the driver of a motor vehicle, the owner of the sign, within twenty four (24) hours of a request by the City, shall reduce the intensity of the sign to a level acceptable to the City.
8. Signs may only be used to advertise businesses that are located on the property or to present public service information.
9. No message or image may be displayed for less than five seconds.
10. No message may be repeated at intervals of less than five seconds.
11. No traveling message may travel at a rate slower than 16 light columns per second or faster than 32 light columns per second.
12. No flashing signs, messages or components.
13. Electronic signs shall meet the same installation and permitting requirements and inspections as set out for electrical signs and all other signs.

C. Changeable Copy. Unless otherwise specified by this Ordinance, any sign herein allowed may use manual, automatic, or electrically or mechanically activated changeable copy. No permit is required to change copy on a legally permitted sign.

D. Sign Area Calculation.

1. The area of a sign shall be the space within a single, continuous rectangular perimeter measured from the extreme lowest point of the sign to the extreme highest point of the sign and from the extreme left edge to the extreme right edge of the sign face or faces and shall not include the support structure.
2. For double-faced signs, only one (1) display face shall be measured in computing sign area when the sign faces are parallel, or where the interior angle formed by the faces is sixty (60) degrees or less and attached to a common structure. If the two (2) faces of a double-faced sign are of unequal area, the larger of the two (2) faces shall be the area used for calculations.
3. No sign shall be allowed to protrude above the facade roof line of the building to which it is attached or with which it shares a lot.

E. Vision Clearance No sign shall be erected that obstructs sign distance at an intersection or along a public right- of-way. In all sign districts, no sign of any type or design that obstructs vision between the heights of three (3) feet and fifteen (15) feet above grade shall be permitted within fifteen (15) feet of the intersection of the right-of-way lines of streets and/or railroads. Traffic control signs and signals are exempt from this regulation.

Section 74-8.-Permit Review and Inspections Procedures**A. Intake and Timelines.**

1. Upon receipt of a properly completed application for a sign as permitted under the provisions of this Ordinance, the Development Director or designee shall examine and process the application.
2. Applications for signs that do not comply with the provisions of this ordinance, incomplete applications, and applications containing any false material statements shall be denied.
3. If a permit application is denied, the Development Director or designee shall provide written notice to the applicant of said denial within 30 days of receipt of the completed application. The written notice of denial shall set forth the reasons the application was denied.
4. If the City fails to respond within 30 days of receipt of the application, the application shall be deemed approved unless material misrepresentations were made in said application.

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

C. Permit Revocation Should it later be determined that a sign permit was issued as a result of an incomplete application or an application containing false material, or that a permit was erroneously issued in violation of this Sign Ordinance, the Development Director or the designee shall revoke the permit and send written notice of revocation. The written notice of revocation shall set forth the reasons the permit was revoked.

D. Sign Inspections Every sign and all parts shall be manufactured, assembled, and erected in compliance with all applicable State, Federal, and City regulations. All signs shall be constructed and lettered in a professional manner as determined by staff (i.e., no freehand written lettering). All signs shall be inspected, per the approved permit.

Section 74-9.--Variances and Appeals

- A. Board Variance Authority and Criteria.** There shall be no deviation from the terms of this Ordinance, unless the City's Board of Aldermen, acting as a body, have granted a variance. Variances from the provisions of this Ordinance may be applied for and granted in the same procedural manner as variances from the City of Acworth Zoning Ordinance. For a variance to be granted from this Ordinance, each of the following shall be demonstrated:
1. No characteristics contrary to the public interest or this Ordinance will be promoted.
 2. No resulting variance shall create an effect or condition contrary to the public safety and welfare.
 3. Relief shall not impair the purposes of this Ordinance.
 4. A unique hardship exists because of an extraordinary and exceptional condition(s) pertaining to the particular piece of property or required location of the subject sign in question because of a characteristic of the lot size, shape, or topography or particular characteristics that may block visibility of the subject sign.
 5. The condition causing the hardship is unique and is not common to the region in general.
 6. Economic or financial hardship is not the sole reason for the variance request.
- B. Administrative Variance Authority and Criteria.** Administrative variances from the provisions of this Ordinance may be applied for and granted in the same procedural manner as administrative variances from the City of Acworth Zoning Ordinance. For an administrative variance to be granted from this Ordinance, the Development Director is hereby authorized to grant variances at their discretion from the standards of this article, where, in their opinion, the intent of the article can be achieved, and equal performance obtained by granting the variance (refer to the City of Acworth schedule of fees.) The authority to grant such variances shall be limited to 10% of any standard.
- C. Appeals of Administrative Decision(s).** An applicant whose permit has been denied, a permittee whose permit has been revoked, or any sign owner that is dissatisfied with any determination or decision of the Development Director has made pursuant to this Sign Ordinance may appeal the Director's decision to the Mayor and Board of Aldermen in the same procedural manner as appeals of administrative decision from the City of Acworth Zoning Ordinance.

D. Further Review by Petition. Any person against whom a variance or appeal of administrative decision request has been adversely decided by the Mayor and Board of Aldermen may appeal said decision by petition for review to the Superior Court of Cobb County as provided by Georgia law and in accordance with the City Zoning Ordinance.

Section 74-10.-Enforcement

A. Violations.

1. Unless otherwise specifically provided by resolution of the Mayor and Board of Aldermen, ensuring compliance with this Ordinance shall be within the jurisdiction of the Development Director.
2. Compliance personnel shall have such powers as are reasonably necessary to enforce and give effect to this Ordinance. With regard to any provision of this Ordinance relating to traffic safety or public rights-of-way, Any violation of this Ordinance is hereby declared to be a public nuisance.
3. The compliance personnel shall determine when and if a sign is in violation of this ordinance. When the compliance personnel determines that a sign is in violation of this ordinance, he/she shall issue a notice of non-compliance to the owner of said sign. This notice shall be sent registered mail return receipt requested, to the permit holder; or if the sign owner cannot be found or cannot be determined, then to the sign erector and property owner and/or any other party that procured the erection of the sign.
4. If a permit was issued, such notice shall operate to revoke the permit. The notice of non-compliance shall list the reasons the sign is in non- compliance. The owner of said sign shall have seven (7) days from the receipt of the notice of non-compliance to either:
 - a. Bring the sign into compliance,
 - b. Remove the sign, or
 - c. Come to a written agreement with the compliance officer as to a specific date in which the sign will be brought into compliance.
5. In the event that the owner does not bring a sign into compliance with the sign ordinance per one of the three options listed above, a citation shall be issued by the City of Acworth citing the owner for violating the sign ordinance and such citation shall be returnable.

B. Removal. The Acworth Municipal Court may order the removal of any sign in violation of this Ordinance. The cost of removal shall be the responsibility of the sign owner and/or any other party that procured the erection of the sign.

- C. Penalties.** In addition to any other penalty provided in this Ordinance or in any separate resolution, sign permit holders may be punished for any one sign found in violation of this Ordinance. The punishment shall be set by the Acworth Municipal Judge not to exceed the maximum penalty prescribed by O.C.G.A. 36-1-20 and as amended from time to time

Section 74-11.-Policies

- A.** In general, commercial and industrial properties are encouraged to develop the public identity of their operations through high-quality and innovative structural design. Signs should adhere to the architectural motifs set forth by the building but should not be relied upon as the sole means of identification.
- B.** Signs shall be in proportion with and visually related to the streetscape and scale of the area in the City of Acworth and shall be no larger than necessary to adequately identify a business, structure, activity, or parcel.
- C.** Unless excepted by this Ordinance, signs shall not be composed of foam boards, vinyl, corrugated plastic, untreated wood, or sheet metal.
- D.** The base of the monument signs shall be composed of primarily brick, stone, or other masonry. The Development Director shall have the discretion to approve other materials of a higher quality should those materials be in conformance with the size, shape, scope, and design of the building or nearby structures.
- E.** Sign design should be guided by the following general principles:
1. Permeability: the ease with which an individual unfamiliar with a place is able to move about using available signage.
 2. Context: sensitivity to the prevailing urban context (color, material, mass, function).
 3. Place: as visible parts of the urban landscape, signs are a tactile part of the character of a place.
 4. Creativity: within given limits, signs can help beautify the built environment.

Section 74-12.-Signage Districts**A. Policies**

1. The regulations in this Ordinance shall be applied according to the boundaries of sign districts. Based on prevailing patterns of topography, flora, economy, and distinct characteristics of the area, the districts were established to provide clear guidelines for the design and development of signage.
2. To a great extent, the districts conform to the patterns of land use established by the City's Existing and Future Land Use Maps. District boundaries can be established, revoked, or modified only by action of the City's Board of Aldermen.
3. The boundaries of each district are outlined in the Acworth Sign District Map. The City reserves the right to assign property beyond the limits of the Sign District Map to specific district in the event of its annexation in the city limits. In the event a sign district is not assigned, at the time of annexation, the annexed property shall automatically be included in the Residential Sign District.

B. General Requirements

1. In all districts, there shall be only one ground sign per frontage, unless specifically allowed in a district or otherwise approved by the Mayor and Board of Aldermen.
2. Planned shopping center, office, commercial, industrial parks and mixed-use centers are encouraged to use one monument sign per common frontage.

C. Establishment of Districts

1. Historic Business District (HBD): as shown on the Official Sign District Map, includes a small area in the core of the downtown. This area is the site of the earliest commercial activities in Acworth and contains many of the City's oldest structures. Signs in this district shall be approved by one representative from the Historic Preservation Committee (HPC), Downtown Development Authority (DDA), and City staff may reference the standards established by the U.S. Department of Interior.
2. Central Business District (CBD): as shown on the Official Sign District Map. This area incorporates most of the business in the downtown area of Acworth (excluding the area within the HBD).
3. Highway 4] Corridor District: as shown on the Official Sign District Map, includes areas along the fast-growing U.S. Highway 41 corridor.

4. Highway 92 Corridor District: as shown on the Official Sign District Map, includes areas parallel to and fronting upon State Highway 92 from Main Street to Cowan Rd. and from Main Street to Orr Road within the City of Acworth.
5. Light Commercial (Main Street/ Baker Rd) Corridor District: as shown on the Official Sign District Map, includes areas parallel to and fronting upon Main Street and includes areas parallel to and fronting upon Baker Rd. within the City of Acworth.
6. Gateway District: as shown on the Official Sign District Map, includes areas identified in the Acworth Comprehensive Plan as important geographic points in the City for reasons of topography, flora, economy, and distinct characteristics of the area.
7. Residential District: as shown on the Official Sign District Map, includes areas within the City currently developed or planned for development primarily for residential (single- and/or multi-family) purposes.
8. Industrial District: as shown on the Official Sign District Map, includes areas within the City and identified in the Acworth Comprehensive Plan as currently developed or planned for development for industrial (light and/or heavy) purposes.
9. Public/Institutional: as shown on the Official Sign District Map, includes areas within the City and identified in the Acworth Comprehensive Plan as currently developed or planned for development for public and/or institutional purposes are exempt from this Ordinance.

Section 74-13.- Historic Business District (HBD) Regulations

- A. Effect on Permitting.** In the Historic Business District (HBD), approval of sign applications shall be determined based on an objective review of the criteria outlined herein. Property owners and/or developers wishing to erect or alter a sign in the HBD shall request a formal review by the HPC, DDA, and City staff to determine appropriate and suitable size, type, design, and material. Each evaluating group shall have equal stature in the process.
- B. Permitted Sign Types.** The following sign types are permitted in the HBD in accordance with this Sign Ordinance and additional restrictions specific to this Sign District:
1. A-frame signs
 2. Temporary Signage
 3. T-frame signs
 4. Wall signs
 5. Window signs
- C. Additional Restrictions Specific To Signage Type.** The following additional restrictions apply within this Sign District:
1. *Hanging and Awning signs.* Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of-way as measured from the bottom of the sign structure to the pavement directly below and shall have no point higher than the highest point of the building facade. Applicants for a hanging or awning sign must agree to indemnify and hold harmless the City of Acworth from any and all claims, liabilities, damages, costs, or expenses (including legal fees) arising out of, or in connection with, the installation, maintenance, or use of the sign in the right of way. This indemnification shall apply to any injuries, property damage, or other losses incurred as a result of the sign's presence.
 2. *A-frame or T- frame Signs.* A-frame or T-frame signs shall be located no further than ten (10) feet from either the front door of the establishment displaying the sign or from an attached patio area utilized by the establishment displaying the sign. They shall not impede pedestrian or vehicular traffic in any way; and shall be posted only during the posted operating hours of the establishment displaying the sign. Only one A-frame or T-frame sign may be utilized per property, may not exceed 24" in width by 36" in height.
 3. *Window Signs:* Window signs shall leave at least seventy (70) percent of the glass surface unobscured. In shopping centers with multiple tenants, a maximum of one

(1) window sign per tenant suite may be illuminated with neon, LED, or similar technology so long as it does not exceed three (3) square feet in sign area

D. Historic Signage Standards. Standards previously established by the United State Department of the Interior will be used for evaluation, together with the following:

1. New signs shall be comprised of routed or sandblasted wood or high-density urethane (HDU), glass and copper lettering are permitted as accents. The City retains the discretion to review and approve or deny other substrate materials on a case-by-case basis. Plywood signs, unfinished wood, and metal signs are not appropriate.
2. Signs shall be sized in proportion to the building. Wall signs shall not exceed more than thirty (30%) percent of the wall area on which they are displayed.
3. Tenant spaces shall have no more than two (2) building signs.
4. Signs shall have no more than three colors - colors shall coordinate with overall building colors, black and white constitute a color.
5. Serif or script lettering is traditional lettering styles is required for signs. Other types of lettering shall be reviewed against the standards herein.
6. Traditional sign locations include storefront belt courses, upper facade walls (not to exceed 30% of the overall wall surface), hanging or mounted inside windows, or projecting from the face of the building.
7. Mounting brackets and hardware for signs shall be anchored into mortar, not masonry.
8. Lighting for signs shall be concealed. Spot or up-lit lighting for signs is recommended. Internally lit signs are not appropriate for the downtown area.
9. No LED reader/message boards are permitted in this District.

Section 74-14.- Central Business District (CBD) Regulations

A. Permitted Signage Types. The following sign types are permitted in the CBD in accordance with this **Sign Ordinance**:

1. A-frame or T-frame signs
2. Awning signs
3. Hanging signs
4. Monument signs
5. Temporary Signs
6. Wall signs
7. Window signs

B. Additional Restrictions Specific To Signage Type. The following additional restrictions apply within this Sign District:

1. A-frame or T- frame Signs. A-frame or T-frame signs shall be located no further than ten (10) feet from either the front door of the establishment displaying the signor from an attached patio area utilized by the establishment displaying the sign. They shall not impede pedestrian or vehicular traffic in any way; and shall be posted only during the posted operating hours of the establishment displaying the sign. Only one A-frame or T-frame sign may be utilized per property, may not exceed 24" in width by 36" in height, A-frame or T-frame sings may not have any additional signage or other external features added to the sign or its structure, and may not be attached to sawhorses, easels, or other means of propping up signage.
2. Hanging and Awning signs. Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of-way as measured from the bottom of the sign structure to the pavement directly below and shall have no point higher than the highest point of the building facade.
3. Monument Signs. No monument sign shall be no more than five (5) feet in height, as measured from the level of the crown of the adjacent road to the highest point on the sign structure. Such signs shall be set at least five (5) feet from any property line. Each property may have one (1) monument sign for each public road frontage.
4. Wall Signs. In no event shall wall signs exceed more than thirty (30%) percent of the wall area on which they are displayed.
5. Window Signs: Window signs shall leave at least seventy (70) percent of the glass surface unobscured. In shopping centers with multiple tenants, a maximum of one

(1) window sign per tenant suite may be illuminated with neon, LED, or similar technology so long as it does not exceed three (3) square feet in sign area. Window signs shall not be required to obtain a formal permit.

C. Signage Calculations

1. The total square footage of all wall signage shall be determined according to the number of linear feet of street frontage per business in a freestanding structure on a single lot, or linear feet of business frontage for a multi-tenant structure, at the rate of one (1) square foot of sign for one (1) linear foot of frontage. Monument signs shall be allowed for an additional one (1) square foot of signage for every one (1) linear foot of road frontage.
2. In cases where a multi-tenant structure has two primary entrances, a front and a rear, that are architecturally similar in facade and are both fully accessible by the public, the maximum allowable sign area shall be calculated at a rate of one and one half (1.5) square foot of sign for one (1) linear foot of business frontage.
3. Only one, the primary, frontage may be utilized in this calculation and the total area shall be allocated into signage for both entrances. This area may not be utilized towards a single frontage; a sign must be placed on both frontages.

D. Other Standards Applicable Within this District.

1. Signs shall indicate the name and address of the business.
2. Signs shall adhere to the prevailing design scheme of the structure to which they are affixed.
3. Signs may be lit internally or externally.
4. As defined in this Ordinance, shopping centers shall be allowed one double-faced monument sign no larger than one hundred fifty (150) square feet per side and a maximum height of five (15) feet measured from the level of the crown of the adjacent road to the highest point on the sign structure.
5. Outparcels of planned developments shall abide by the general standards of the CBD district.

Section 74-15.- Highway 41 Corridor District

A. Permitted Signage Types. The following sign types are permitted in the Highway 41 Corridor District in accordance with this Sign Ordinance:

1. A-Frame or T-Frame
2. Hanging Sign
3. Monument Signs
4. Temporary Signs
5. Wall Signs
6. Window Sign

B. Additional Restrictions Specific to Signage Type. The following additional restrictions apply within this Sign District:

1. Wall Signs. In no event shall wall signs exceed more than thirty (30%) percent of the wall area on which they are displayed.
2. Monument Signs. Monument signs shall be no more than twenty-five (25) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure and be set at least three (3) feet from any property line. If a monument sign has more than two sides, each additional side shall be counted towards the overall square footage. Each lot may have one (1) monument sign for each public road frontage.
3. Hanging and Awning Signs. Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of-way as measured from the bottom of the sign structure to the pavement directly below and shall have no point higher than the highest point of the building facade. Signs shall adhere to the prevailing design scheme of the structure to which they are affixed, and shall be constructed of wood, masonry, or metal.

4. A Frame or T-Frame Signs. A-frame signs or T-frame signs shall be located no further than ten (10) feet from either the front door of the establishment displaying the sign or from an attached patio area utilized by the establishment displaying the sign; shall not impede pedestrian or vehicular traffic in any way; and shall be posted only during the posted operating hours of the establishment advertising. Only one A-frame sign may be utilized per property, may not exceed 24" in width by 36" in height, may not have any additional signage or other external features added to the sign or its structure, and may not be attached to sawhorses, easels, or other means of propping up signage.
5. Window Signs - Window signs shall leave at least seventy (70) percent of the glass surface unobscured. In shopping centers with multiple tenants, a maximum of one (1) window sign per tenant suite may be illuminated with neon, LED, or similar technology so long as it does not exceed three (3) square feet in sign area. Window signs shall not be required to obtain a formal permit.

C. Signage Calculations

1. The total square footage of all wall signage shall be determined according to the number of linear feet of street frontage per business in a freestanding structure on a single lot, or linear feet of business frontage for a multi-tenant structure at the rate of one (1) square foot of sign for one (1) linear foot of frontage. Monument signs shall be allowed an additional one (1) square foot of signage for every one (1) linear foot of road frontage.
2. In cases where a multi-tenant structure has two primary entrances, a front and a rear, that are architecturally similar in facade and are both fully accessible by the public, the maximum allowable sign area shall be calculated at a rate of one and one half (1.5) square foot of sign for one (1) linear foot of business frontage.
3. Only one, the primary, frontage may be utilized in this calculation and the total area shall be allocated into signage for both entrances. This area may not be utilized towards a single frontage; a sign must be placed on both frontages.

D. Other Standards Applicable Within this District.

1. Signs shall indicate the name and address number of the business.
2. Signs may be lighted internally or externally.
3. For parcels over ten acres, the Development Director shall have the discretion to allow up to two (2) double-faced monument signs per street frontage if the development has two curb cuts and the signs are at least four hundred (400) feet

apart. In this case, the height of the signs shall not exceed fifteen (15) feet and overall square footage for both signs shall not exceed one thousand (1000) square feet.

4. As defined in this Ordinance, planned developments shall be allowed one double-faced monument sign no larger than one thousand (1000) square feet per side and a maximum height of thirty five (35) feet measured from the level of the crown of the adjacent road to the highest point on the sign structure.
5. Outparcels of planned developments shall abide by the general standards of the Highway 41 district, except ground signs shall not exceed fifteen (15) feet in height.

Section 74-16.- Highway 92 Corridor District

A. Permitted Signage Types. The following signage types are permitted in the Highway 92 Corridor District in accordance with this Sign Ordinance:

1. A-Frame or T-Frame Sign
2. Hanging and Awning Sign
3. Monument Sign
4. Temporary Signs
5. Wall Sign

B. Additional Restrictions Specific to Signage Type. The following additional restrictions apply within this Sign District:

1. Monument Sign. Monument signs shall be no more than fifteen (15) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure and be set at least fifteen (15) feet from any property line. Each lot may have one (1) monument sign for each public road frontage.
2. Wall Sign. In no event shall wall signs exceed more than thirty (25%) percent of the wall area on which they are displayed.
3. Hanging and Awning Sign. Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of-way as measured from the bottom of the sign structure to the pavement directly below and shall have no point higher than the highest point of the building facade.
4. A Frame or T-Frame Sign. A-frame or T-Frame signs shall be located no further than ten (10) feet from either the front door of the establishment displaying the sign or from an attached patio area utilized by the establishment displaying the sign; shall not impede pedestrian or vehicular traffic in any way; and shall be posted only during the posted operating hours of the establishment advertising. Only one A-frame sign may be utilized per property, may not exceed 24" in width by 36" in height, may not have any additional signage or other external features added to the sign or its structure, and may not be attached to sawhorses, easels, or other means of propping up signage.
5. Window Signs - Window signs shall leave at least seventy (70) percent of the glass surface unobscured. In shopping centers with multiple tenants, a maximum of one (1) window sign per tenant suite may be illuminated with neon, LED, or similar technology so long as it does not exceed three (3) square feet in sign area. Window signs shall not be required to obtain a formal permit.

C. Signage Calculations.

1. The total square footage of all wall signage shall be determined according to the number of linear feet of street frontage per business in a freestanding structure on a single lot, or linear feet of business frontage for a multi-tenant structure at the rate of one (1) square foot of sign for one (1) linear foot of frontage. Monument signs shall be allowed an additional one (1) square foot of signage for every one (1) linear foot of road frontage.
2. In cases where a multi-tenant structure has two primary entrances, a front and a rear, that are architecturally similar in facade and are both fully accessible by the public, the maximum allowable sign area shall be calculated at a rate of one and one half (1.5) square foot of sign for one (1) linear foot of business frontage.
3. Only one, the primary, frontage may be utilized in this calculation and the total area shall be allocated into signage for both entrances. This area may not be utilized towards a single frontage; a sign must be placed on both frontages.

D. Other Standards Applicable Within this District.

1. Signs shall adhere to the prevailing design scheme of the structure to which they are affixed, and shall be constructed of wood, masonry, or metal.
2. Signs shall indicate the name and address number of the business.
3. Signs may be lighting internally or indirectly.
4. For parcels over ten acres, the Development Director shall have the discretion to allow up to two (2) double-faced monument signs per street frontage if the development has two curb cuts and the signs are at least four hundred (400) feet apart. In this case, the height of the signs shall not exceed fifteen (15) feet and overall square footage for both signs shall not exceed one thousand (1000) square feet.
5. As defined in this Ordinance, planned developments shall be allowed one double-faced monument sign no larger than two hundred fifty (250) square feet per side and a maximum height of thirty (30) feet measured from the level of the crown of the adjacent road to the highest point on the sign structure. Space on this sign may be subdivided among tenants and/or outparcels in the shopping center as the developer sees fit. Each sign must be set at least twenty (20) feet from any property line. However, commercial developers are encouraged to find other means than signage to identify their properties. Special architectural and landscape features can effectively serve similar purposes.
6. Outparcels of planned developments shall abide by the general standards of the Highway 92 district, except ground signs shall not exceed ten (10) feet in height.

Section 74-17.- Light Commercial (Main Street/Baker Road) Corridor District

A. Permitted Signage Types. The following sign types are permitted in the Light Commercial (Main Street/Baker Road) Corridor District:

1. A-Frame or T-Frame Sign
2. Hanging and Awning Sign
3. Monument Sign
4. Temporary Signs
5. Wall Signs
6. Window Signs

B. Additional Restrictions Specific to Signage Type. The following additional restrictions apply within this Sign District:

1. A-Frame or T-Frame Sign. A- frame or T-Frame signs shall be located no further than ten (10) feet from either the front door of the establishment displaying the sign or from an attached patio area utilized by the establishment displaying the sign; shall not impede pedestrian or vehicular traffic in any way; and shall be posted only during the posted operating hours of the establishment advertising. Only one A- frame sign may be utilized per property, may not exceed 24" in width by 36" in height, may not have any additional signage or other external features added to the sign or its structure, and may not be attached to sawhorses, easels, or other means of propping up signage.
2. Hanging and Awning Sign. Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of- way as measured from the bottom of the sign structure to the pavement directly below and shall have no point higher than the highest point of the building facade. Signs shall adhere to the prevailing design scheme of the structure to which they are affixed, and shall be constructed of wood, masonry, or metal.
3. Monument Sign. Monument signs shall be no more than fifteen (15) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure and be set at least fifteen (15) feet from any property line. Each lot may have one (1) monument sign per public road frontage.

4. Wall Sign. In no event shall wall signs exceed more than thirty (25%) percent of the wall area on which they are displayed.
5. Window Signs - Window signs shall leave at least seventy (70) percent of the glass surface unobscured. In shopping centers with multiple tenants, a maximum of one (1) window sign per tenant suite may be illuminated with neon, LED, or similar technology so long as it does not exceed three (3) square feet in sign area. Window signs shall be required to obtain a formal permit.

C. Signage Calculations.

1. The total square footage of all wall signage shall be determined according to the number of linear feet of street frontage per business in a freestanding structure on a single lot, or linear feet of business frontage for a multi-tenant structure at the rate of one (1) square foot of sign for one (1) linear foot of frontage (as measured along the dominant facade of the principal building). Monument signs shall be allowed an additional one (1) square foot of signage for every one (1) linear foot of road frontage.
2. In cases where a multi-tenant structure has two primary entrances, a front and a rear, that are architecturally similar in facade and are both fully accessible by the public, the maximum allowable sign area shall be calculated at a rate of one and one half (1.5) square foot of sign for one (1) linear foot of business frontage.
3. Only one, the primary, frontage may be utilized in this calculation and the total area shall be allocated into signage for both entrances. This area may not be utilized towards a single frontage; a sign must be placed on both frontages.

D. Other Standards Applicable within the District.

1. Signs shall indicate the name and address number of the business.
2. Signs may be lighted internally or indirectly.
3. For parcels over ten acres, the Development Director shall have the discretion to allow up to two (2) double-faced monument signs per street frontage if the development has two curb cuts and the signs are at least four hundred (400) feet apart. In this case, the height of the signs shall not exceed fifteen (15) feet and overall square footage for both signs shall not exceed one thousand (1000) square feet.
4. As defined in this Ordinance, planned developments shall be allowed one double-faced monument sign no larger than two hundred fifty (250) square feet per side and a maximum height of thirty (30) feet measured from the level of the crown of the adjacent road to the highest point on the sign structure. Space on this sign may be subdivided among tenants and/or outparcels in the shopping center as the developer sees fit. Each sign must be set at least twenty (20) feet from any property line. However, commercial developers are encouraged to find other means than signage to identify their properties. Special architectural and landscape features can effectively serve similar purposes.
5. Outparcels of planned developments shall abide by the general standards of the Light Commercial district, except ground signs shall not exceed ten (10) feet in height.

Section 74-18.-Industrial District

A. Permitted Signage Types. The following sign types are permitted in the Industrial District:

1. Hanging or Awning Sign
2. Monument Sign
3. Temporary Signs
4. Wall Sign
5. Window Signs

B. Additional Restrictions Specific to Signage Types. The following additional restrictions apply within this Sign District:

1. Hanging and Awning. Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of-way as measured from the bottom of the sign structure to the pavement below and shall have no point higher than the highest point of the building facade.
2. Monument Sign. Monument signs shall be no more than six (6) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure and set at least fifteen (15) feet from all property lines. Each lot may have one (1) monument sign for each public road frontage.
3. Wall Sign. In no event shall wall signs exceed more than thirty (25%) percent of the wall area on which they are displayed.
4. Window Signs - Window signs shall leave at least seventy (70) percent of the glass surface unobscured. In shopping centers with multiple tenants, a maximum of one (1) window sign per tenant suite may be illuminated with neon, LED, or similar technology so long as it does not exceed three (3) square feet in sign area. Window signs shall not be required to obtain a formal permit application.

C. Signage Calculations.

1. The total square footage of all wall signage shall be determined according to the number of linear feet of business street frontage in a freestanding structure on a single lot, or linear feet of business frontage for a multi-tenant structure at the rate of one (1) square foot of sign for one (1) linear foot of frontage. Monument signs shall be allowed an additional one (1) square foot of signage for every one (1) linear foot of road frontage.
2. In cases where a multi-tenant structure has two primary entrances, a front and a rear, that are architecturally similar in facade and are both fully accessible by the public, the maximum allowable sign area shall be calculated at a rate of one and one half (1.5) square foot of sign for one (1) linear foot of business frontage. Only one, the primary, frontage may be utilized in this calculation and the total area shall be allocated into signage for both entrances. This area may not be utilized towards a single frontage; a sign must be placed on both frontages.

D. Other Standards Applicable within the District.

1. Signs shall indicate the name and address number of the business.
2. Signs shall adhere to the prevailing design scheme of the structure to which they are affixed, and shall be constructed of wood, masonry, or metal.
3. Signs may be lighted internally or indirectly.
4. In addition, one double-faced monument sign no larger than two hundred (200) square feet per side and a maximum height of fifteen (15) feet may be placed at the major entrances of all industrial developments or parks. Such sign must be set at least ten (10) feet from any property line. However, developers are encouraged to find other means than signage to identify industrial areas. Architectural and landscape features can effectively serve similar purposes, often to much greater aesthetic ends.

Section 74-19.- Gateway District

A. **Permitted Signage Types.** The following sign types are permitted in the Gateway District:

1. A-Frame or T-Frame Sign
2. Hanging or Awning Sign
3. Monument Sign
4. Temporary Signs
5. Wall Sign
6. Window Signs

B. **Additional Restrictions Specific to Signage Type.** The following additional restrictions apply within this Sign District.

1. A Frame or T-Frame Sign. A-frame or T-Frame signs shall be located no further than ten (10) feet from either the front door of the establishment displaying the sign or from an attached patio area utilized by the establishment displaying the sign; shall not impede pedestrian or vehicular traffic in any way; and shall be posted only during the posted operating hours of the establishment advertising. Only one A-frame sign may be utilized per property, may not exceed 24" in width by 36" in height, may not have any additional signage or other external features added to the sign or its structure, and may not be attached to sawhorses, easels, or other means of propping up signage.
2. Hanging or Awning Sign. Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of-way as measured from the bottom of the sign structure to the pavement directly below and shall have no point higher than the highest point of the building facade.
3. Monument Sign. Monument signs shall be less than ten (10) feet in height, measured from the level of the crown of the adjacent road to the highest point on the sign structure and set at least ten (15) feet from all property lines. Each lot may have one monument sign per public road frontage.
4. Wall Sign. In no event shall wall signs exceed more than thirty (25%) percent of the wall area on which they are displayed.
5. Window Signs - Window signs shall leave at least seventy (70) percent of the glass surface unobscured. In shopping centers with multiple tenants, a maximum of one (1) window sign per tenant suite may be illuminated with neon, LED, or

similar technology so long as it does not exceed three (3) square feet in sign area. Window signs shall not be required to obtain a formal permit.

C. Signage Calculations.

1. The total square footage of all wall signage shall be determined according to the number of linear feet of business street frontage in a freestanding structure on a single lot, or linear feet of business frontage for a multi-tenant structure at the rate of one (1) square foot of sign for one (1) linear foot of frontage. Monument signs shall be allowed an additional one (1) square foot of signage for every one (1) linear foot of road frontage.
2. In cases where a multi-tenant structure has two primary entrances, a front and a rear, that are architecturally similar in facade and are both fully accessible by the public, the maximum allowable sign area shall be calculated at a rate of one and one half (1.5) square foot of sign for one (1) linear foot of business frontage.
3. Only one, the primary, frontage may be utilized in this calculation and the total area shall be allocated into signage for both entrances. This area may not be utilized towards a single frontage; a sign must be placed on both frontages.

D. Other Standards Applicable within the District.

1. Signs shall indicate the name and address number of the business.
2. Signs shall adhere to the prevailing design scheme of the structure to which they are affixed, and shall be constructed of wood, masonry, or metal.
3. Signs may be lighted internally or indirectly.
4. For parcels over ten acres, the Development Director shall have the discretion to allow up to two (2) double-faced monument signs per street frontage if the development has two curb cuts and the signs are at least four hundred (400) feet apart. In this case, the height of the signs shall not exceed fifteen (15) feet and overall square footage for both signs shall not exceed one thousand (1000) square feet.
5. As defined in this Ordinance, planned developments shall be allowed one double-faced monument sign no larger than two hundred fifty (250) square feet per side and a maximum height of thirty (30) feet measured from the level of the crown of the adjacent road to the highest point on the sign structure. Space on this sign may be subdivided among tenants and/or outparcels in the shopping center as the developer sees fit. Each sign must be set at least twenty (20) feet from any property line. However, commercial developers are encouraged to find other means than signage to identify their properties. Special architectural and landscape features can effectively serve similar purposes.

Outparcels of planned developments shall abide by the general standards of the Gateway district, except ground signs shall not exceed eight (8) feet in height.

Section 74-20. Residential District

A. Permitted Signage Types. The following sign types are permitted in the Residential Districts:

1. Monument Sign
2. Wall Sign
3. Hanging and Awning Sign

B. Additional Restrictions Specific to Signage Type. The following additional restrictions apply within this Sign District:

1. Signs shall not exceed four (4) square feet in area. Wall signs shall not exceed more than twenty five (25%) percent of the wall area on which they are displayed.
2. One double-faced monument sign no larger than one hundred (100) square feet per side, or two single-faced monuments no larger than fifty (50) square feet, and a maximum height of six (6) feet may be placed at the major entrances of all residential developments (single- and multi-family) measured from the level of the crown of the adjacent road to the highest point on the sign structure and set at least ten (150) feet from all property lines.
3. Hanging and awning signs shall be a minimum of eight (8) feet above the grade of the public right-of-way as measured from the bottom of the sign structure to the pavement below and shall have no point higher than the highest point of the building facade.

C. Signage Calculations.

1. Only one (1) sign shall be permitted for each unit in addition to monument signage authorized in this **Section 74-20.-Residential District**.

D. Other Standards Applicable within the District.

1. Signs shall adhere to the prevailing design scheme of the structure to which they are affixed, and shall be constructed of wood, masonry, or metal. Signs may be lighted indirectly only.\
2. Subdivision developers are encouraged to find means other than signage to identify residential areas.
3. Special architectural and landscape features can effectively serve similar purposes. In cases of a non-residential use within the residential sign district, the monument shall have a maximum height of eight (8) feet as measured from the level of the crown of the adjacent road to the highest point on the sign structure."
4. No LED reader message board signs permitted in this District.

Section 74-21.- Interstate 75 / High-Rise Signage Overlay**A. Purpose of this Sign Overlay**

1. The Interstate 75 high rise sign overlay is intended to address visibility of Acworth businesses located within 500 feet of the interchange of Highway 92 at Interstate 75 and at Cherokee Street (Glade Road) and Interstate 75. Lake Acworth Drive and Baker Road were also used as natural boundaries to delineate the overlay district proposed (see sign district map for exact parcels contained within the overlay district).
2. The city recognizes that visibility is a factor necessary for businesses to thrive. In an effort to encourage redevelopment opportunities, the city sets forth the following regulations that would provide high-rise signage opportunities to promote such businesses.
3. This overlay allows high-rise signs, if requested, but it does not take precedence over a parcel's existing sign district regulating wall sign, monument sign or other signage requirements

B. Permitted Signage Types. The following sign types may be requested in addition to those sign types supported by the underlying base zoning of the property:

1. High-Rise Signs.

C. Additional Restrictions Specific to Signage Type. The following additional restrictions apply within this Sign District:

1. Only one high-rise sign shall be permitted per parcel/business. If the sign is proposed at a master planned development containing more than one user, only one high-rise sign shall be permitted for the entire development.
2. The new high rise sign shall be located no closer than 250 feet to the nearest residentially zoned property, as measured from the outermost perimeter of the sign.
3. The new high rise sign shall be erected no closer than 20 feet from any property line.
4. The maximum height allowable shall be 100 feet with a maximum face area of 300 square feet. The face area of the high rise sign shall not count against the overall allowable signage area permitted by the parcel's existing sign district.

D. Other Standards Applicable within the District.

1. A parcel requesting a high rise sign shall be a minimum of one acre in size and zoned C-2 (community retail commercial).
2. Signs may be used to advertise businesses that are located on the property (no off premises commercial advertising), or may be used to display protected non-commercial messages.
3. Signs shall be internally lit only.
4. No flashing or animated signs, messages or components are to be allowed.

Section 74-22 Billboards

- A. **Purpose and Intent** In order to promote a better aesthetic character in the City of Acworth, billboards shall be allowed in the Highway 41 corridor district and the Highway 92 district. In these districts, billboards may be considered primary or secondary uses, and shall be allowed to occupy the same parcel as any other primary use, and therefore all uses must meet the minimum lot requirements of the zoning district in which the parcel lies. A billboard may not occupy a parcel without a primary use in place first. Incomplete applications will not be accepted for processing.
- B. **General** The regulation and design of all billboards shall be governed by this chapter, with the following standards:
1. A state DOT permit must accompany an application for a billboard.
 2. Billboards shall be allowed on properties within the Highway 92 and Highway 41 districts, but only on those properties zoned C-2.
 3. General advertising signs and off-premises signs shall not be permitted within any right-of-way or easement provided for a railroad.
 4. Due to the public health, safety, and welfare concerns there shall be an initial inspection of billboards and re-inspection every five years.
 5. New billboards are to be located no closer than 250 feet to the nearest residentially zoned property, as measured from the outermost perimeter of the sign.
 6. Billboards will be required to meet the setback standards of the zoning district.
 7. Any portion of the billboard will be required to stay outside the setback area (thus keeping the potential of billboards from falling into neighboring properties).
 8. If a billboard is constructed on a C-2 property in the billboard districts (Highway 92 and Highway 41 Districts), should the property be rezoned to some other zoning category than C-2, the billboard would have to be removed.
 9. No billboard shall have an area larger than 400 square feet excluding border and trim but including base, apron, supports, and other structural members.
 10. No portion of any billboard shall be higher than 40 feet from the level of the ground.
 11. No billboard shall be located within 1,000 feet of any other billboard (including billboards outside the city limits), as measured from any direction. A radial survey shall be provided by the applicant prepared by a registered land surveyor or professional engineer. Tax digest maps or other maps used for reference purposes shall not be accepted as a survey. Said survey shall illustrate (not just label) the nearest adjacent billboards and the parcels upon which they are located with the distances specified.

12. Billboards shall be erected only in the buildable area of a lot, and at least 40 feet from any property line.
13. No tree shall be cut, trimmed, or pruned in locating, erecting, or maintaining any billboard.

C. LED Billboards shall:

1. Contain static messages only, and shall not have movement nor flashing on any part of the sign structure, design, or pictorial segment of the sign, nor shall such sign have varying light intensity during the display of any single message.
2. Electronic changeable message signs may not operate at brightness levels of more than 0.20 foot candles above ambient light levels as measured at the following distances:

Sign Square Feet Distance

< 300'150'

301' — 400'200'

3. The owner of said LED billboard sign shall arrange for an annual certification of the lumens showing compliance by an independent contractor and provide said certification to the city.
4. Each sign must have a light sensing device that will adjust the brightness of the display as the natural ambient light conditions change
5. No LED billboard sign shall be located within 5,000 feet of another LED billboard sign on either side of the road.
6. Electronic changeable message signs shall meet the same installation and permitting requirements and inspections as set out for electrical signs and all other signs.
7. The owner of said LED billboard sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.
8. The owner of said LED billboard sign shall provide to the city contact information for a person who is available to be contacted at any time and who is able to turn off the electronic sign promptly after a malfunction occurs. If, at any time more than five percent of the LED display lights malfunction or are no longer working, the owner of said LED billboard shall make repairs to the sign within 60 days or the sign will require removal.

9. If the city finds that the LED billboard sign causes a glare or otherwise impairs the vision of the driver of a motor vehicle, the owner of the sign, within 24 hours of a request by the city, shall reduce the intensity of the sign to a level acceptable to the city.
10. Each sign must comply with all Georgia Department of Transportation rules and regulations applicable to electronic changeable message signs where not in conflict with this chapter.

74-23 Definitions

A. Definitions. Words used in this section have their normal dictionary meaning unless they are listed in Section 74-3.C below. Words listed in Section 74-3.C below have the specific meaning stated or reference unless the context clearly indicates another meaning:

1. *Abandoned sign* means a sign where the copy or supporting structure(s) have deteriorated through lack of maintenance. Abandoned signs are prohibited.
2. *Abutting or Adjoining.* A property that is immediately next to another property or shares a common boundary. It includes a signage district that is next to another signage district.
3. *A-frame sign* means a type of temporary sign that is portable and stands-alone comprised of two separate panels or faces joined at the top and spread apart at the bottom to form a base upon which the sign stands. Also known as a "sandwich board" sign.
4. *Animated sign* means a sign with action, motion, or changing colors that requires electrical energy.
5. *Awning* means any roof-like cover extending from a building for the purpose of protecting openings from the elements, providing shade, or building ornamentation that may extend over a sidewalk, walkway, outdoor space, or vehicle access area.
6. *Awning sign* means a building sign painted, installed, attached, or otherwise applied to or installed on an awning or canopy.
7. *Banner* means a sign, with or without characters, letters, illustrations or ornamentation, applied to cloth, paper or fabric of any kind, with only such material for a backing.
8. *Building inspector* means the building inspector of the city or her/his designated representative.
9. *Building sign* means a type of permanent sign attached or painted onto any part of a building and supported by such building or structure, as contrasted to a ground sign.
10. *Bunting* means a long, colored strip of cloth or other pliable material attached to a structure and used for festive decorations which contain no copy.
11. *Footcandle* means a quantitative unit measuring the amount of light cast onto a given point, measured as one lumen per square foot.

12. *Construction sign* means a sign erected and maintained on premises with a valid permit for construction activity.
13. *Dilapidated sign* means a sign exhibiting broken panels, visible rust, visible rot, damaged support structures; broken, missing, loose, or bent parts; faded or flaking paint; non-operative or partially non-operative illumination or mechanical devices; or which is otherwise unsightly or unkempt. Dilapidated signs are prohibited
14. *Directional sign* means a permanent sign that provides traffic instruction for ingress and egress for travel to, from, or within a lot.
15. *Door sign* means any type of sign attached to a door (including the doorframe or jamb), the lettered, numbered, pictorial or sculptured matter of which is visible from the exterior of the premises.
16. *Double-faced sign* means a sign that has two display areas against each other or where the interior angle formed by the display areas is 60 degrees or less, where one face is designed to be seen from one direction and the other face from another direction.
17. *Drive Through/Drive Up Sign*. A type of freestanding or building sign oriented to occupants of vehicles utilizing a drive-through or drive up at an establishment that offers transactions through a window, that may contain a microphone, screen, and speakers.
18. *Facade* means any face of a building. The dominant facade of the building is where its principal entrance is located, and which may not face the street upon which its legal address is located.
19. *Flag* means a type of permanent sign consisting of a piece of cloth or similar material, usually rectangular or square and oriented in a horizontal direction, attached by one edge to a flag pole and hanging such that its three other edges may move with the wind.
20. *Flagpole* means a pole, staff, or other straight rod permanently affixed to the ground or attached to a building and intended for the sole function of displaying flags.
21. *Flashing sign* means 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.

22. *Freestanding sign* means a type of permanent sign erected or mounted on its own self-supporting structure or base detached from any supporting elements of a building, wall, or fence.
23. *Frontage, building*, means the width in linear feet of the front exterior wall of a particular establishment.
24. *Frontage, road*, means the width in linear feet of each lot where it abuts the right-of-way of any public street.
25. *Gateway* means an area of the City of Acworth as delineated in the Comprehensive Plan and the Signage District Map. It is important by virtue of its geography.
26. *Ground sign* means a type of permanent sign erected or mounted on its own self-supporting structure or base detached from any supporting elements of a building, wall, or fence.
27. *Hanging sign* means a type of permanent sign attached to the underside of a colonnade, canopy, or roof over private sidewalks and oriented perpendicular to the sidewalk to be directed toward pedestrian traffic.
28. *Height of sign* means the distance in vertical feet from the level of the crown of the adjacent road to the highest point of the sign face.
29. *Historic districts and places* mean those areas, structures, or sites that have been formally designated by the Board of Alderman. Historic districts and places shall be limited to those that have been placed on the National Register, are eligible for inclusion on the National Register, and/or have been designated as historic districts or places by the Board of Aldermen.
30. *Illuminated sign*, direct, means a sign illuminated by an internal light source.
31. *Illuminated sign*, indirect, means a sign illuminated by an external light source directed primarily toward such sign.
32. *Kiosk* means a small, freestanding structure requiring a building permit which may have one or more surfaces used to display advertising, information, or to perform minor automating tasks including displaying locational maps, check in, queuing, or paying of parking fees.
33. *Light Source* means the element of a lighting fixture that is the point of origin of the lumens emitted by the fixture.
34. *Lighting*, internal means lighting that illuminates the face of a sign but that emanates from the interior of the sign.

- 35. *Lighting, external* means lighting directed toward the face of a sign from a source that lies outside the physical structure of the sign.
- 36. *Lumen* means a quantitative unit measuring the amount of light emitted by a light source.
- 37. *Marquee* means a roofed structure, attached to and supported by a building and projecting over public or private sidewalks or rights-of-way.
- 38. *Marquee sign* means a sign painted on, attached to or hung from a marquee.
- 39. *Monument sign* means a type of ground sign in which the entire bottom of the sign face or structure is permanently affixed and in contact with the ground, supported entirely by a base structure, and not mounted on a pole or attached to any part of a building.
- 40. *Nonconforming sign* means any sign that was lawfully erected but does not comply with the regulations of this Sign Code passed at a later date, or which later fails to comply with the regulations of this Sign Code due to changing conditions.
- 41. *Occupant* means a legal occupant of a building or premises licensed to engage in a business, occupation, or profession, or exempt from license due to governmental, educational, religious, or other exempt status.
- 42. *Outparcel* is a portion of a larger parcel of land generally designed as a site for a separate structure and business from the larger tract of a planned development. An outparcel may or may not be a subdivision of a larger parcel. To be recognized as an outparcel, the portion shall be identified on a Site Plan approved for the larger parcel. Outparcels are typically reviewed and permitted separately from the overall development.
- 43. *Permanent sign* means a sign constructed of durable materials and attached to the ground or a building in a manner provided for by the building codes adopted by the City.
- 44. *Planned Developments* (including planned shopping center, planned office, planned industrial, or planned mixed-use) means a lot or combination or lots which share a common development plan, or that are dependent upon one another for access, parking, and/or utilities.
- 45. *Portable sign* means any sign which is designed for or capable of being moved, including those permanently affixed to motor vehicles. Signs explicitly designed for people to carry on their persons are not considered portable signs. Examples of portable signs include: A-frame signs, portable reader boards or similar.

46. *Roof sign* means a sign projecting over the coping of a flat roof, or over the ridge of a gable, hip or gable roof, or supported by or attached to the roof.
47. *Sidewalk or sandwich sign* means an a-frame sign.
48. *Sign* means any, fixture, placard or structure, including its component parts, which draws attention to an object, product, place, activity, person, institution, organization, or place of business, or which identifies or promotes the interests of any person, and which may be viewed from the private property of another or from any public road, street, highway, right-of-way, or parked areas (collectively referred to as a "public area"). For the purposes of this Sign Ordinance, unless otherwise stated, the term "sign" shall include the structure upon which a sign face is located.
49. *Signs area* refers to the total surface area occupied by the sign face and sign copy. This is typically measured in squared units, such as square feet or square meters. For multi-face signs, only the largest face shall be measured in computing sign area.
50. *Sign copy* refers to those visually communicative elements, including but not limited to words, letters, numbers, designs, figures or other symbolic presentation or combination thereof displayed on a sign face.
51. *Sign face* means the surface upon, against, or through which a sign copy and/or graphic is displayed or illustrated, inclusive of any border and trim but excluding the base, apron, supports, or other structural members.
52. *Snipe sign* means a temporary sign or poster affixed to a tree, fence, telephone pole, public benches, streetlights, public property, or public right-of-way, except government and political signs.
53. *Swinging or projected sign* means a type of building sign attached to and projecting from a building face or hanging from a support structure attached to the building face. Sign faces are typically perpendicular to the building face and may be vertically or horizontally oriented.
54. *Temporary sign* means a sign which is not and shall not be permanently attached to the ground, a wall or building, and is not designed or intended for permanent display.
55. *Traffic Control Device Sign* means any governmental sign located within the right of way that is used as a traffic control device and that is described and identified in the Manual on Uniform Traffic Control Devices (MUTCD) and approved by the Federal Highway Administrator as the national standard.

56. *T-Frame sign* means a portable, stand-alone sign comprised of one single double-sided panel joined at the bottom to a base that is spread apart upon which the sign stands.
57. *Wall sign* means a sign type of building sign permanently fastened to or painted on the wall of a building or structure in such a manner that the wall or vertical surface of the structure is the supporting structure for the sign.
58. *Window display* means a grouping of merchandise or products placed within a 3-foot distance of a window or large glass panel located along a primary building facade for the purpose of attracting passerby into the building. Such merchandise is wholly within the building, but not in any way supported by the glazing itself.
59. *Window sign* means a sign that is painted on or affixed to glass surfaces of windows, glass panel walls, or glass panels on doors . This definition is intended to include any decals and clings affixed to the glass surfaces.

B. Examples

1. Feather Signs



2. A-Frame



3. Inflatable signs



4. Monument Sign



5. Pennant String Signs



6. Snipe Signs



7. Freestanding Temporary Signs



The omission of an illustration for prohibited signs not identified and depicted herein does not convert an otherwise prohibited sign to a permitted sign.