

## Chapter 44 - SIGNS

### FOOTNOTE(S):

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**Editor's note**—Ord. No. 2014-14, adopted June 9, 2014, amended Ch. 44 in its entirety to read as herein set out. Former Ch. 44, §§ 44-1—44-62, pertained to similar subject matter. For prior history, see Code Comparative Table.

**State Law reference**— Control of signs and signals, O.C.G.A. § 32-6-50 et seq.; placement of posters, signs and advertisements on public or private property; permission and limitations, O.C.G.A. § 16-7-58; limitations on signs identifying or advertising sale of distilled spirits, O.C.G.A. § 3-4-3; restrictions on certain signs providing information in the interest of the traveling public and multiple message signs, O.C.G.A. § 32-6-75.

Sec. 44-1. - Short title.

This chapter shall be known and may be cited as the Sign Ordinance of the City of Cleveland, Georgia.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-2. - Purpose, scope, authority and applicability.

- (a) The Mayor and City Council of Cleveland, Georgia find that adoption of sign regulations serves the following purposes:
- (1) The public health, safety, and general welfare of the city are enhanced by ensuring the prohibition and removal of dangerous and unsafe signs.
  - (2) Pedestrian and motorist safety is promoted by reducing and limiting the number and area of signs, which can unduly distract motorists and pedestrians, create traffic hazards, confuse motorists when such signs are similar to traffic signs, and reduce the effectiveness of signs needed to direct the public.
  - (3) This chapter is intended to promote attractive signs, which clearly present the visual message in a manner that is compatible with its surroundings. The appearance, character, and quality of the city are affected by the location, size, construction, and graphic designs of its signs.
  - (4) The Mayor and Council of Cleveland find that development in the B-I Central Business District is unique from other areas of the city due to its history, architecture, cultural heritage, and integrity; its contribution to the economic vitality of the City of Cleveland; the compactness of buildings and businesses in the district; the geometry of public road intersections; and the mixture of pedestrian and vehicular traffic.
  - (5) The economic well-being of the City of Cleveland is enhanced by allowing individual businesses to identify themselves and the goods and services offered in a clear distinctive manner, by creating a more attractive district to tourists and residents, and by preserving and improving the appearance of the historic downtown and surrounding area, thereby assuring that signs are properly integrated with harmonious to the buildings and sites in the historic downtown.
  - (6) The purpose of the city's elimination of mobile signs and billboards is to promote the safe movement of vehicular traffic and to improve the aesthetic appearance of the city.
- (b) By enacting this chapter, the city intends:

- (1) To balance the rights of individuals, businesses, and government to convey their message through signs and the right of the public to be protected against unrestricted proliferation of signs;
  - (2) To afford the business community equal and fair opportunity to advertise and promote its products and services without discrimination;
  - (3) To preserve and promote the public health, safety, and welfare of the citizens of the City of Cleveland;
  - (4) To improve traffic and pedestrian safety;
  - (5) To maintain and enhance the visual environment, and preserve the right of citizens and visitors to enjoy the city's scenic beauty;
  - (6) To protect property values of nearby public and private property by minimizing possible adverse effects and visual blight caused by signs;
  - (7) To avoid harmful aspects of the unrestricted proliferation of signs;
  - (8) To promote economic development;
  - (9) To enable the fair and consistent enforcement of sign regulations; and
  - (10) To promote the purposes stated in the section by regulating signs based on objective standards, including, but not limited to height and size, and without regard to the content of the sign message.
- (c) Authority and scope. This chapter is adopted to serve substantial governmental interests of correcting and avoiding problems that would occur without the regulation of signs. The regulations contained herein are no more extensive than necessary to serve the substantial governmental interests identified in this chapter. It is not the intent of this chapter to regulate the content of signs, but only their composition, type, location, distance from right-of-way, height, size, illumination, and in some cases the duration they may be displayed, or other non-content based restrictions implied in this chapter. It is not the intent of this chapter to foreclose important and distinct mediums of expression for political, religious, or personal messages, on any sign permitted to be erected by this article. These regulations shall not be construed as limiting the message content of any sign.
- (d) Applicability. This chapter shall apply to all properties within the corporate limits of the City of Cleveland. No sign may be erected, placed, established, painted, created, or maintained except in conformance with this chapter. Signs that are not visible from a public right-of-way and are not intended to be viewed from a public-right-of-way are not regulated.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-3. - Statement of findings.

- (a) The city finds that signs provide an important medium through which individuals, businesses, and government may convey a variety of messages. Left unregulated, however, signs can become a threat to the public health and safety as a traffic hazard and a detriment to property values and the overall economic growth of the City of Cleveland as an aesthetic nuisance. See, e.g., Scenic America, Billboards & Sign Control available at <http://www.scenic.org> Jerry Weitz, Ph.D., AICP, Street Graphics and the Law, 2004 Revised Edition, Daniel Mandelker, Andrew Bertucci, and William Ewald, in particular, based on cited materials and the studies referenced therein, as well as other related studies included in the city's file, the city finds that unregulated signs:
- (1) Can be a safety hazard to drivers and pedestrians;
  - (2) Can create unsafe, cluttered, and aesthetically blighted thoroughfares throughout the city;
  - (3) Can hamper economic growth;

- (4) Can lower property values;
  - (5) Can adversely impact public investments;
  - (6) Can degrade the utility of public safety signs; and
  - (7) Can adversely impact the aesthetic quality of the community and surrounding environment.
- (b) The city also 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, 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 city 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 traffic hazards such as downed power lines and from street excavations. Even where signs serve a propriety purpose, such as identifying mark on utility poles, 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.
- (c) Some signage has a single targeted function and 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 chapter, the provisions of this chapter are unrelated to the content of the speech provided and allow maximum expressive potential to sign owners.

(Ord. No. 2014-14, 6-9-2014)

#### Sec. 44-4. - Definitions.

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

A-frame sign means any portable sign or structure no greater in size than two feet wide by three feet high and composed of up to two sign faces mounted or attached back to back in such a manner as to form a triangular vertical cross section through the faces.

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

An abandoned sign may also be any signs 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 may or may not have such person, which accepts maintenance responsibility.

Advertising sign (billboard) means any structure or portion thereof, situated on private premises, on which lettered, figured, digital/led or pictorial matter is displayed for advertising purposes, except for the name and occupation of the user of the premises or the products primarily sold or manufactured on the premises or noncommercial messages, and having an area of 100 square feet or more. Any signboard carrying a message accepted in this definition that also carries extraneous advertising of 100 square feet or more shall be considered a billboard.

Advertising device means any structure or device erected or intended for the purpose of displaying advertising situated upon or attached to real property. For purposes of this article, an advertising device is a "sign."

Alterations means change or rearrangement in the structural parts or its design, whether by extending on a side, by increasing the area or height, or in moving from one location or position to another.

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

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

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

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

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

Banner means a sign with or without characters, letter, illustrations, or ornamentation applied to cloth, paper, plastic, or natural or synthetic fabric of any kind with only such material for a backing. For the purposes of this section, a "banner" is considered a "sign." Neither flags nor canopy signs are considered banners.

Building means any enclosed or open structure that is a combination of materials to form a construction for occupancy and/or use for human or animal habitation and is permanently affixed to the land, including manufactured homes.

Building face or wall means all window and wall area of building in one plane or elevation.

Building marker means any sign cut into a masonry surface or made of bronze or other permanent material and which relates to its construction and/or dedication.

Building official means the Cleveland Building Official reviews applications, specifications, and compliance for sign permits. The Cleveland Building Official may issue warnings for noncompliant signs.

Canopy means a structure constructed of fabric or other material other than an awning placed so as to extend outward from a building providing a protective shield for doors, windows, and other openings, supported by the building or supports extended to the ground directly under the canopy or cantilevered from the building. Signs placed on canopies are considered "wall signs."

Changeable copy signs means any sign that incorporates changing lights, lettering, or images to form a sign or messages, whether such changes are accomplished electronically or manually.

Directory sign means a sign, which is allowed on a premise with more than one tenant or occupants of a building. It may be freestanding or attached.

Districts. As related to this chapter:

District 1—Historic Downtown District

B-I Central Business District

District 2—Commercial and Residential District

Henderson St. to Quillian St.

Cemetery St. to Dixon Dr.

Bell St. to Wilford Ash Parkway

Jackson St. to Old Nacoochee

District 3—High Density Commercial District

Helen Highway; Wilford Ash Parkway; Donald E. Thurmond Parkway

Quillian St. to city limits—South

Dixon Dr. to city limits—East

Wilford Ash Parkway to city limits—West

Old Nacoochee to city limits—North

Double-faced sign means a sign which 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. Only one face shall be used in computing allowable sign area.

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

Flag means any unframed fabric or bunting typically containing colors, patterns, or symbols sometimes used as a symbol of a government or other entity or organization.

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

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

Grandfathered. Same as Nonconforming definition.

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

Hanging sign means a sign that is suspended parallel, or perpendicular from a building, wall, roof, facade, canopy, marquee, or porch by means of brackets, hooks, or chains and the like.

Height of sign means the vertical distance measured from the normal grade at the base of the sign, including the air space between the ground and the sign. The height of any monument sign base or other structure erected to support or adorn the sign is measured as part of the sign height.

Historic district means the city's B-I Central Business District as established in the Zoning Ordinance of the City of Cleveland, Georgia, as amended, and as such, boundaries are established on the Official Zoning Map, Cleveland, Georgia, as may be amended from time to time.

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

Indoor sign means signs only visible from inside business establishment. Indoor signs must be located three feet or further within the interior.

Inflatable sign means any sign, symbol, or character that is or can be filled with three cubic feet or more of air or gas. Inflatable signs include balloons.

Informational sign means a sign with an area not greater than six square feet for residential districts and 16 square feet for nonresidential districts with a sign face made for short term use, containing no reflecting elements, flags, or projections which, when erect, stands at a height no greater than three feet from the normal grade in residential districts and five feet from the normal grade in nonresidential districts at the base of the sign to the highest point on the sign.

Mansard sign means a sign attached to a sloped roof or roof-like facade architecturally comparable to a building wall.

Marquee means a roof-like structure attached to and supported by a building wall (with no vertical supports) and that projects in a cantilever fashion from the wall of the building. Similar to a movie theater sign.

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

Master sign plan means a plan establishing parameters for the size, location, design, and color of signs on a property which contains multiple uses, buildings, or tenants but which is constructed or managed as a single development.

Monument sign means a sign supported entirely by a base structure. The base structure shall be a minimum of two feet by four feet in size and permanently affixed to the ground and which is composed of brick or stone. A monument sign shall not be mounted on a pole or poles. Changeable copy shall not exceed 20 percent of the area of the sign face.

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

Neon sign means luminous-tube signs that contain neon or other inert gases at a low pressure.

Noncommercial speech means speech which presents some personal, political, or religious point of view.

Nonconforming sign means any sign which lawfully existed on the effective date of this chapter but which does not conform to the provisions of this chapter, or which does not comply with this article due to amendments since the date of erection of the sign.

Off-premises sign means a permanent advertising device that advertises goods, products, services or facilities or displays information not related to the site on which it is located or that directs persons to a different location from where the sign is located.

Out-of-store marketing device means any facility or equipment which is located outside a primary building on a site zoned for noncommercial uses, which is used for the primary purpose of providing product or service without the owner's or agent's immediate presence, and which is manufactured to include 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, ATM units, vending machines, newspaper racks, drink machines, iceboxes, and phone booths.

Pennant means a small, triangular, or rectangular flag or multiples thereof made of lightweight plastic, fabric or other material. Individually supported or attached to each other by means of a string, rope, or other material and meant to be stretched across or fastened to buildings, or between poles and/or structures, and which is designed to move in the wind. For purposes of this section, pennants are "signs."

Portable sign means any sign whether on its own trailer, wheels or otherwise, which is designed to be transported from one place to another. It is characteristic of a portable sign that the space provided for

advertising messages may be changed at will by the replacement of lettering or symbols (i.e., changeable copy sign). Even if the wheels or supports of such signs are removed and the sign converted and attached, temporarily or permanently, to the ground or other structure, said sign shall remain a portable sign.

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

Principal use sign means any notice or advertisement, which is permitted in conjunction with a principal use or principal building or use located on the property, and which may display a noncommercial, commercial, or other message, the content of which is not regulated by this chapter.

Projecting sign means a sign projecting more than 14 inches from the outside wall or walls of any building, or canopy, portico, or awning, upon which it is located.

Public property means property owned by a government entity.

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

Rope lighting means lighting made up of tiny lights, usually incandescent bulbs or light emitting diodes (LEDs), which are spaced about an inch apart and covered in heavy duty plastic tubing.

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

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

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

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

Streamers. See "pennants."

Structure means the supports, uprights, bracing, guy rods, cables, and framework of a sign or outdoor display.

Subdivision or multi-use sign means a freestanding monument sign pertaining to a subdivision designed for residences, offices, businesses, institutions, or industries or combination thereof.

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

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

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

Wall sign means a single-sided sign with one visible face applied to or mounted to the wall or surface of a building or structure, the display surface of which if attached to a wall or portico and does not project more than 14 inches from the outside wall of such building or structure, or is on an awning or canopy.

Windblown device means any device not otherwise specifically defined in this chapter, that is designed to inform or attract whether or not such device carries a message, and which all or part of the device is set in motion by wind. For purposes of this chapter, windblown devices are "signs."

Window sign means any sign which is painted on, applied to, attached to or projected upon or within the exterior or interior of a building glass area, including doors, or located within three feet of the interior of a building glass areas, including doors, whose identification, message, symbol, insignia, visual, representation, logotype, or any other form which communicates information which can be read from off-premises contiguous property or public right-of-way.

(Ord. No. 2014-03, Exh. A, 6-9-2014; Ord. No. 2014-14, 6-9-2014)

Sec. 44-5. - Noncommercial messages.

Any sign by this chapter may contain a lawful noncommercial message. Noncommercial messages shall be regulated by this article as to the size, height, location, design, or other non-content based consideration.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-6. - Exemptions.

Any sign which is specifically exempted from the requirements of this chapter shall be exempt from the requirement to obtain a sign permit. Exemption from the requirement of a sign permit shall not be construed to exempt such sign from compliance with other applicable provisions of this chapter.

The following types of signs are specifically exempted from compliance with this chapter:

- (1) Flags, as many as three per lot, when designed and displayed in a way that allows for routine, daily raising and lowering of the flags, not exceeding 40 square feet. Poles for such flags shall not exceed 25 feet in height and shall not be more than 25 feet from the main building entrance.
- (2) Street address identifiers and building identification numbers on multi-tenant buildings which are essential to the location of such buildings.
- (3) Signs not oriented or intended to be legible from a public right-of-way, private road or driveway, or other private property. Signs or stickers which are designed to be read only from close range (i.e., five feet), attached to a device or structure more than 25 feet from the right-of-way of a road, not to exceed one square feet each sign or sticker.
- (4) Signs erected more than two feet inside a building.
- (5) Building markers and integral decorative or architectural features so long as such features do not contain moving parts or lights.
- (6) Traffic safety and traffic directional signs, installed within the right-of-way of a public street under the authority of the government with jurisdiction.
- (7) Traffic safety and traffic directional signs along private streets and driveways, and in off-street parking lots that are installed per the requirements of the City of Cleveland and which do not exceed four square feet each.
- (8) Signs posted by authorized government officials in the performance of an official duty on public land or on public right-of-way.



- (9) Holiday lights and decorations, provided that they are removed within 45 days following the holiday season to which they pertain. Businesses, whose primary business is holiday sales, are exempt from removing holiday lights and decorations.
- (10) Handicapped parking signs, when required per local, state, or federal law.
- (11) Any sign no larger than four square feet that is posted by a city resident at the location of their residence.

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

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-7. - Interpretation and enforcement and construction standards.

- (a) Interpretation and enforcement. The Cleveland Code Enforcement Officer, under the supervision of the Cleveland Police Chief, shall be responsible for the interpretation of the provisions of this chapter and for enforcement of this chapter except to the extent such responsibility is delegated to the city council by this chapter. A violation of this chapter is a misdemeanor.
- (b) Construction standards. All signs permitted under this chapter shall be constructed and maintained in accordance with the applicable city building codes.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-8. - Sign permit required—Sign application—Sign permit fees.

Except where specifically excluded by other provisions of this chapter, it shall be unlawful for any person, firm, or corporation to post, display, substantially change, change or modify sign face or face panels, alter, or erect, reconstruct, replace, or reset a sign or advertising device in the City of Cleveland, Georgia, without first having obtained an authorization to erect a sign and thereafter a permit in the manner prescribed herein.

Applications for sign permits shall be filed by the sign owner or his or her agent in the office of the Cleveland Building Department upon forms furnished by said office. The application shall describe and set forth the following:

- (1) Reference master sign plan.
- (2) The type of sign as defined in this chapter.
- (3) A drawing of the sign or other information which shows the height of the sign, the area of the face of the sign, the color scheme of the sign, and the structural supports of the sign, all drawn to engineering or architectural scale.
- (4) The street address of the property upon which the subject sign is to be located and the proposed location of the sign on the subject property, and the suite number, where applicable.
- (5) A boundary survey or tax plat of the property on which the sign will be located, and, in the case of ground signs, the distance from the property lines and the street right-of-way and street pavement.
- (6) The square foot area per sign and the aggregate square foot area if there is more than one sign face. The application must also show the location and number of existing signs and their locations on the subject property.
- (7) Written description of all other signs on lot indicating sign type and placement.

- (8) The name(s) and address(s) of the owner(s) of the real property upon which the subject sign is to be located, and signed consent of the owner, or his agent, granting permission for the placement or maintenance of the subject sign, which may include a copy of the lease or other document from the owner of the sign which authorized the erection thereof.
- (9) Name, address, phone number, and business license number of the sign contractor.
- (10) The Cleveland Building Department may require additional information as a part of the application to insure compliance with this chapter.
- (11) No sign permit shall be issued until a sign permit fee, if required, has been paid.
- (12) Fees for permits shall be fixed, from time to time, by the Cleveland City Council.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-9. - Sign types requiring a permit.

(a) The following signs require a permit:

(1) Freestanding signs.

a. Height limit.

1. District 1—Historic Downtown District—B-I Central Business District—signs may not exceed a height of six feet at the highest anywhere on the sign.
2. District 2—Commercial and Residential District—Henderson St. to Quillian St.; Cemetery St. to Dixon Dr.; Bell St. to Wilford Ash Parkway; Jackson St. to Old Nacoochee signs may not exceed a height of ten feet at the highest point anywhere on the sign.
3. District 3—High Density Commercial District—Helen Hwy.; Wilford Ash Parkway; Donald E. Thurmond Parkway; Quillian St. to city limits—South; Dixon Dr. to city limits—East; Wilford Ash Parkway to city limits—West; Old Nacoochee to city limits—North signs may not exceed a height of 16 feet at the highest point anywhere on the sign.
4. Residential subdivision entrances—All residential subdivisions and apartment complexes—Signs shall not exceed a height of seven feet at the highest area of the sign.

b. Design.

1. Freestanding signs are required to be monument signs in all zoning districts. A monument sign is a sign supported entirely by a base structure. The base structure shall be a minimum of two feet by four feet in size, entirely enclosed or solid with no visible open space and permanently affixed to the ground. A monument shall not be mounted on a exposed pole or exposed poles.
2. There shall be no graphics located on the vertical support structures of a freestanding sign.
3. Materials for support structure shall be rock/stone, brick, or stucco.
4. Changeable copy shall not exceed 20 percent of the area of the sign face.
5. Where two sign faces are located in a "V" formation, the angle between the two signs shall be no greater than 60 degrees.

c. Size.

1. District 1—B-I Central Business District shall be limited to a maximum of 36 square feet.

2. District 2—Commercial and Residential District—Henderson St. to Quillian St.; Cemetery St. to Dixon Dr.; Bell St. to Wilford Ash Parkway; Jackson St. to Old Nacoochee shall be limited to a minimum of 70 square feet.
  3. District 3—High Density Commercial District—Helen Hwy.; Wilford Ash Parkway; Donald E. Thurmond Parkway; Quillian St to city limits—South; Dixon Dr. to city limits—East; Wilford Ash Parkway to city limits—West; Old Nacoochee to city limits—North shall be limited to a maximum of 480 square feet.
  4. Residential subdivision entrances—All residential subdivisions and apartment complexes—Signs shall be limited to a maximum of 70 square feet.
- d. Number of signs.
1. District 1—Historic Downtown District—B-I Central Business District with at least 50 feet of road frontage may have one freestanding sign. The building must be occupied or in such physical condition that it is capable of being occupied for its intended purpose. Signs must be located outside the right-of-way. District 1—Historic Downtown District—B-I Central Business District with more than 100 feet of continuous frontage and with more than one entrance may install a freestanding sign at each entrance, provided the combined square footage of all freestanding signs does not exceed 36 square feet. Where there is frontage on more than one street, each frontage is treated independently provided that no two signs may be closer than 50 linear feet to one another. This includes properties, in the city, that abut properties in the county. Signage may not be transferred from one frontage to another. Signs must be located outside the right-of-way.
  2. District 2—Commercial and Residential District with at least 50 feet of road frontage may have one freestanding sign. The building must be occupied or in such physical condition that it is capable of being occupied for its intended purpose. District 2—Commercial and Residential District with more than 100 feet of continuous frontage and with more than one entrance may install a freestanding sign at each entrance, provided the combined square footage of all freestanding signs does not exceed 70 square feet. Where there is frontage on more than one street, each frontage is treated independently provided that no two signs may be closer than 50 linear feet to one another. This includes properties, in the city, that abut properties in the county. Signage may not be transferred from one frontage to another. Signs must be located outside the right-of-way.
  3. District 3—High Density Commercial District—with at least 50 feet of road frontage may have one freestanding sign. The building must be occupied or in such physical condition that it is capable of being occupied for its intended purpose. District 3—High Density Commercial District—with more than 100 feet of continuous frontage and with more than one entrance may install a freestanding sign at each entrance, provided the combined square footage of all freestanding signs does not exceed 480 square feet. Where there is frontage on more than one street, each frontage is treated independently provided that no two signs may be closer than 50 linear feet to one another. This includes properties, in the city, that abut properties in the county. Signage may not be transferred from one frontage to another. Signs must be located outside the right-of-way.
  4. Residential subdivisions—may install a freestanding sign at each entrance, provided the combined square footage of all freestanding signs does not exceed 70 square feet.
- e. Location and orientation.
- B-I Central Business District

1. Signs shall be located outside of the right-of-way. No sign or sign structure or support shall be placed onto or obscure or damage any significant architectural feature of a building, including, but not limited to, a window, door frame, cornice, molding, ornamental feature, or unusual or fragile material. Signs must be located outside the right-of-way. Right-of-ways may vary in the B-I Central Business District.

All other locations

2. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way.
  3. No freestanding sign may be within 50 feet of another freestanding sign (including signs outside the city limits), however, within B-I Central Business District, freestanding signs may be located within 20 feet of one another.
- (2) Wall and mansard signs. Wall and mansard signs shall be permitted on the wall or mansard of a building facing a public street. If a building has public street frontage on more than one side, a wall or mansard sign may be allowed on either the main entrance or any side facing a public street. These signs are subject to the following:
- a. Wall and mansard signs are allowed in all nonresidential zoning districts.
  - b. If a structure is located on a lot that has no street frontage, wall or mansard signs shall be permitted on any single facade.
  - c. Wall or mansard signs attached flat against the exterior surface of a building may extend not more than six inches from the wall.
  - d. The total area for wall or mansard signage shall not exceed:
    1. Twenty percent of the area of the building wall.
  - e. A directory sign is a wall sign.
  - f. For buildings with multiple tenants having storefronts only, the facade rented by the tenant shall be considered as the wall area for a sign area calculation.
  - g. No part of a wall or mansard sign shall be located more than 25 feet above the existing level of ground.
  - h. Wall or mansard signs shall not extend more than three feet above the eave line or top of a parapet on the wall to which it is attached.
  - i. Changeable copy shall not exceed 20 percent of the area of the sign face.
  - j. When a wall sign is formed by placing individual letters, numbers, figures, symbols, trademarks, and/or graphics on the wall, without a distinguishing background, the area shall be determined by a contiguous perimeter drawn around all letters, numbers, figures, symbols, trademarks, and/or graphics. Any letters, numbers, figures, symbols, trademarks, or graphics separated by 36 inches or more shall be considered a separate sign.
  - k. No tenant wall signs are allowed above the second floor of a multi-tenant building. Second floor tenants must have primary direct access from their space to the outside from the second floor area. The access must include outside walkways and stairways properly designated for public use.
  - l. Wall signs for buildings with multiple tenants must be uniformed. A master sign plan is required.
- (3) Projecting and hanging signs. One projecting or hanging non-illuminated sign per business shall be allowed, provided the following:
- a. The sign is located in a nonresidential zoning district;

- b. The sign is located over a public door entrance to an occupied building;
- c. The sign is no more than nine square feet in area;
- d. The signs may not project more than 36 inches from the wall;
- e. The sign is uniform in size, material, color, and shape and is placed in an equivalent location to other such signs located on the same building;
- f. The sign is suspended from the eave of soffit of the building or extends from the wall;
- g. The sign maintains a minimum of eight feet clearance between the bottom of the sign and the walkway below; and
- h. The sign shall not extend vertically beyond the windowsill of the second story.

(4) Banners.

- a. Banners are allowed: One on developed lots in nonresidential zoning districts.
- b. One banner per business may be erected for no more than 15 days during a 120-day period. The 15 days do not have to be consecutive.
- c. The maximum size of the banner shall not exceed 35 square feet and the height shall not exceed five feet.
- d. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way. However, in no case will a banner be allowed to obscure vision at a street or driveway intersections. For traffic safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.
- e. Hanging banners must maintain a minimum eight-foot clearance between the bottom of the sign and the walkway below.
- f. Banners may not be placed above the second floor or higher than 25 feet, whichever is less.

(5) A-frame signs.

- a. Allowed in all nonresidential zoning districts.
- b. Any portable sign or structure composed of two sign faces mounted or attached back to back in such a manner as to form a triangular vertical cross section through the faces, provided that the A-frame sign is no greater than two feet wide and three feet high and that the location of the A-frame sign is located on a public or private sidewalk and shall not encroach into a minimum of 60 inches of unobstructed pedestrian access along said sidewalk. Said sign must be located in front of the business served and no greater than 12 feet from the main entrance to the business served. Should a permit for an A-frame sign be denied by the city because of lack of sufficient unobstructed pedestrian access, then the denied business may add a wall or window sign not to exceed a size limit of two feet wide by three feet high or a window sign, which may not exceed two feet by three feet. Neither the wall nor the window sign, however, shall exceed other applicable signage restrictions in this chapter.

(6) Window signs—Permitted.

- a. Allowed in all nonresidential zoning districts.
- b. Area of the window sign.
  - 1. The maximum area of the window sign shall be ten percent of the available glass area based on the definition of window sign, signage that is located inside the building within three feet of the window that is intended to be viewed from the outside, is

considered included in the window sign limitation. Available glass shall be measured by considering an entire window unit exclusive of any mullions. In commercial zones, other than B-I Inside Commercial Business District, one lighted window sign shall be allowed and may include neon or similar type signage. Said lighted window sign cannot be a sign, which changes, copy electronically using switches and electric lamps, or any other electric means, or which flashed, blinks, or scrolls. However, the sign may be a fiber optic, neon, or light-emitting diodes (LED) sign. This sign shall not be greater than 324 square inches.

- c. No window signs are allowed above the first floor unless the building is a multi-tenant office or commercial structure wherein second floor tenants have primary direct access from their space to the outside from the second floor level. The access must include outside walkways and stairways properly designated for public use.
  - d. In no case shall any window signs be installed, applied, affixed, hanging, or painted above the level of the second floor windows.
- (7) Signage during construction. Two additional signs shall be allowed during construction of a residential or nonresidential subdivision. The sign shall not be internally illuminated.
- a. Duration. The signs shall be allowed beginning with the issuance of a land disturbance permit and ending with the issuance of a certificate of occupancy or installation of a permanent sign at the subdivision/development entrance, whichever comes first.
  - b. Size. The sign shall not exceed 16 square feet in area and five feet in height in the B-I Central Business District and seven feet in height in all other areas.
  - c. Location. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way. However, in no case will a banner be allowed to obscure vision at a street or driveway intersections. For traffic safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.
- (8) Residential subdivision entrance. No more than two freestanding monument signs shall be allowed to be placed at each entrance of a residential subdivision, including multi-family complexes subject to the following:
- a. These signs must be placed on common property under the ownership of the developer, Home Owners Association (HOA) or apartment complex owner.
  - b. The sign face shall not exceed 70 square feet in area and six feet in height.
  - c. If the sign or sign structure is attached to a decorative wall or fence, the decorative wall or fence shall not exceed eight feet in height. The post and/or columns of the decorative wall or fence shall not exceed ten feet in height.
  - d. Such signs shall not be internally illuminated.
  - e. The permit shall not be issued until the final plat is recorded.
  - f. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way. However, in no case will a sign be allowed to obscure vision at a street or driveway intersections. For traffic safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.
- (9) Advertising signs/billboards. Advertising signs/billboards are allowed in District 3—High Density Commercial District. Due to the historic nature of District 1—Historic Downtown District and the high density of residential in District 2—Commercial and Residential District, billboards are prohibited in District 1—Historic Downtown District and District 2—Commercial and Residential

District. Billboards are meant for advertising purposes and should not be used as the primary sign for a business.

- a. Advertising signs/billboards shall not exceed 378 square feet of sign area. Advertising signs/billboards sign face shall not exceed 10.5 feet in height or 36 feet in length.
- b. Advertising signs/billboards shall only be located on parcels in commercial or industrial district located in District 3.
- c. Advertising signs/billboards shall only be located on parcels adjacent to designated state or federal highways and shall be oriented only towards those highways.
- d. No advertising signs/billboards sign shall be located within 1,500 feet of another advertising signs/billboards sign.
- e. No advertising signs/billboards sign shall be located within 1,000 feet of residential zoned properties.
- f. No advertising signs/billboards shall be located within 500 feet in any direction of a public park, public playground, public recreation area, public forest, scenic area, or cemetery; provided, however, that such sign may be located within 500 feet of a public park, public playground, public recreation area, public forest, scenic area, or cemetery when the sign is separated by buildings or other obstructions so that the sign located within the 500-foot zone is not visible from the public park, public playground, public recreation area, public forest, scenic area, or cemetery.
- g. The maximum height of the supporting structure of a billboard is 12 feet.
- h. The maximum height established by this chapter shall apply to any sign, except that for properties situated below road grade. If the maximum height permitted would prevent adequate visibility, ground sign height may be increased by up to six feet higher than the maximum height permitted. Advertising signs/billboards shall be installed at ground level.
- i. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and no more than 65 feet outside of the right-of-way. However, in no case will a sign be allowed to obscure vision at a street or driveway intersections. For traffic safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.
- j. Billboards may not be used as the primary sign for a business. Billboards are for advertising ads only.
- k. Advertising signs/billboards will not be permitted on top of buildings/roofs.

(Ord. No. 2014-14, 6-9-2014)

#### Sec. 44-10. - Process for issuing sign permits.

If the Cleveland Building Inspector fails to grant or deny a sign permit request within 15 working days, the applicant shall be allowed to install the sign as requested. Appeals from sign permit denials shall be to the Cleveland City Council, by application, to be filed within ten business days of notice of denial from the city. Under no circumstances shall any step of the appeal process take longer than 60 days from submission of a completed application for appeal, unless the applicant specifically consents to a period in excess of 60 days. If 60 days pass without a determination by the city of the appeal, and the applicant has not consented to a period in excess of 60 days, then the applicant shall be entitled to install the sign as if the appeal had been determined in the applicant's favor.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-11. - Signs subject to a general permit.

- (a) Purpose of general permit. A general permit is hereby granted for the following types of signs in any zoning district, other than lots covered by a master sign plan, provided that such signs are erected and maintained in compliance with all applicable provisions of this chapter.
- (b) Traffic control signs.
  - (1) Issued by the city, county, state, or federal agency, department, or official as required by law.
- (c) Official notices.
  - (1) Issued by any court with competent jurisdiction or authorized public agency, department, or official.
- (d) Flags. Any flag provided that:
  - (1) No more than three flagpoles permitted per developed lot;
  - (2) Flags may be set in the ground or attached to a structure;
  - (3) No more than three flags are permitted per flagpole;
  - (4) All flagpoles shall be setback from each property boundary a distance equal to the height of the flagpole or 15 feet from the edge of the pavement or at least two feet outside of the right-of-way, whichever is greater, and 15 feet from side and rear lot lines. For traffic safety, flagpoles shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection;
  - (5) All flagpoles shall be maintained in good repair, so as not to constitute a threat to public safety;
  - (6) On officially designated county, state, and federal holidays, there shall be no restriction as to maximum flag size or number of flags on display in residential districts;
  - (7) In nonresidential districts, flagpoles shall not exceed the allowed height provided for a structure or building in the applicable zoning district, or 50 feet, whichever is less. Flagpoles in residential areas shall not exceed 25 feet in height or the height of the primary structure on the lot, whichever is less.
- (e) Window signs—For sales and/or promotions—Not permitted—Temporary product advertising.
  - (1) Allowed in all nonresidential zoning districts.
  - (2) Area of the window sign.
  - (3) The maximum area of the window sign shall be ten percent of the available glass area based on the definition of window sign, signage that is located inside the building within three feet of the window that is intended to be viewed from the outside, is considered included in the window sign limitation. Available glass shall be measured by considering an entire window unit exclusive of any mullions. No window signs are allowed above the first floor unless the building is a multi-tenant office or commercial structure wherein second floor tenants have primary direct access from their space to the outside from the second floor level. The access must include outside walkways and stairways properly designated for public use.
  - (4) In no case shall any window signs be installed, applied, affixed, hanging, or painted above the level of the second floor windows.
  - (5) Indoor signs must be three feet or more from the window and should not be intended to be seen from the public right-of-way or street and is intended for the indoor retail/service area.
- (f) Informational signs. In addition to any other sign permitted by this chapter, two informational signs are allowed on a single lot, subject to the following:
  - (1) Size limitation.



- a. For residential lots, a maximum size of six square feet of sign area, with a cumulative square footage of 12 square feet. Maximum height of any sign is three feet to the top of the sign.
  - b. For all nonresidential lots, signs shall be a maximum size of 16 square feet of sign area, with a cumulative square footage of 32 square feet. The maximum height of any sign is five feet to the top of the sign.
- (2) Location.
- a. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least five feet outside of the right-of-way and must not interfere with underground utilities. If the sign would interfere with underground utilities, the informational sign must be placed further from the right-of-way. However, in no case will a sign be allowed to obscure vision at a street or driveway intersections. For traffic and pedestrian safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.
- (3) Function.
- a. These signs are limited to a display of noncommercial speech or commercial speech that pertains to a commercial enterprise located on the property, such as a for sale sign, a sign reflecting the property's home occupation, a campaign sign, a political sign, or a yard sale sign, by way of examples.
  - b. In the event that a court should adjudge any part of this subsection of the chapter a violation of the Georgia or United States Constitutions or any other provision of law, it is the specific intent of the Cleveland City Council that this provision be omitted and the remainder of the chapter stay in effect to regulate signs on property within the city. This severance section is in addition to the legislative intent expressed elsewhere in this chapter.
- (4) Mounting devices.
- a. Informational signs shall be mounted on metal frames that do not exceed ¼-inch in diameter or when mounted on frames of other material cannot exceed ¾-inch by 1½-inch in size. No message may be written on the mounting hardware, so that the entire message area is contained on the sign itself.
- (5) Lighting prohibited.
- a. Informational signs may not be illuminated in any manner.
- (6) Zoning.
- a. Real estate signs must show current zoning as classified by the City of Cleveland.
- (7) Numerals.
- a. Numerals displayed for the purpose of identifying property location (911 address) affixed to a structure such as a mailbox, building facade entrance or house, or placed on the ground, not less than four inches in height and not to exceed eight inches in height. Numerals are required for all zoning classifications.
- (8) Door signs.
- a. Door signs not to exceed one square foot and not more than one sign per door.
- (9) Holiday lighting.
- a. Holiday lights and decorations, provided that they are removed within 45 days following the holiday season to which they pertain. Businesses, whose primary business is holiday sales, are exempt from removing holiday lights and decorations.
- (10) Out-of-store marketing devices.

- a. Examples of out-of-store marketing devices include: Fuel pumps, ATM units, vending machines, newspaper racks, drink machines, iceboxes, and phone booths.
- b. Out-of-store marketing devices are allowed in nonresidential districts provided that they are too small to be legible to the traveling public on neighboring right-of-way and are otherwise non-removable without damage to the equipment's surface, they do not require a permit and are not subject to overall sign limitations for the lot on which they appear.
- c. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way. However, in no case will an out-of-store marketing device be allowed to obscure vision at a street or driveway intersections. For traffic safety, an out-of-store marketing device shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.

(11) Handheld and portable signs.

- a. Handheld and portable signs shall not exceed four square feet. A staff or pole attached or otherwise associated with a sign must be blunt at both ends. Such signs must be held at all times and may not be left unattended. Persons with handheld or portable signs may not display the signs in the right-of-way or on private property without the property owner's written consent. A person must be able to produce the written consent of the property owner if requested during the time of the display of the handheld or portable sign. Persons with handheld or portable signs shall not disrupt, block, obstruct, or interfere with pedestrian or vehicular traffic or the free passage of pedestrian or vehicular into any driveway, pedestrian entrance, or other access to buildings, which abut the public sidewalks.

(12) Political signs. Political signs shall be allowed, without the issuance of a formal permit from the city, within any zoning district of the city subject to the following:

- a. No political sign may be erected in any state, county, or city right-of-way, and must be set back a minimum 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement. However, in no case will a sign be allowed to obscure vision at a street or driveway intersections. For traffic and pedestrian safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.
- b. If tied to a particular election, no political signs may be erected more than 60 calendar days prior to the election for which the sign is intended to influence, and must be removed no later than seven days after the final election including any run-offs for which the sign is intended to influence.

(13) Indoor signs. Indoor signs must be a minimum of three feet from the front of building and should not be intended to be seen from the public right-of-way or street.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-12. - Prohibited signs.

The following types of signs or advertising are prohibited in the city, except as specifically provided by this article:

- (1) Abandoned signs. A permanent principal use sign on property containing a building or activity that has ceased operations. Permanent principal use signs on property shall be considered abandoned when there is clear evidence that a business or activity has vacated the building or grounds, provided, however, that this definition shall not apply to any case where a business or activity is temporarily suspended and there is evidence that the business or activity will resume operations within a six-month period. An abandoned sign may also be any signs 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 may or may not have such person, which accepts maintenance responsibility.

- (2) Animated signs. A rotating or revolving sign, or signs where all or a portion of the signs move in some manner.
- (3) Inflatable signs. Except as specifically permitted under special event sign permit. Prohibited on street right-of-ways.
- (4) Pennants. Except as specifically permitted under special event sign permit. Prohibited on street right-of-ways.
- (5) Roof signs. That exceed three feet above roof line.
- (6) Streamers and windblown devices. Any propeller, whirling, or similar device that is designed to flutter, rotate, or display other movement under the influence of the wind. This shall include flags, except as specifically allowed in this chapter.
- (7) Signs resembling traffic signals or signs. Signs that imitate an official traffic sign or signal. This includes signs with lights and shapes similar to those traffic safety signs, used at any location or in any manner so as to be confused with or construed as traffic control devices or traffic safety signs. No sign shall be constructed, erected, or maintained which purports to be or resembles an official traffic sign or signal except those signs officially authorized by the City of Cleveland or other governmental entities.
- (8) Signs creating pedestrian hazards and/or traffic hazards. Signs within the right-of way, including those attached to traffic signs, utility poles, or guy wires. No sign shall be erected at or near any public street or the intersection of any streets in such a manner as to create a hazard or a traffic hazard by obstructing vision at any location where it would interfere with, obstruct the view of, or be confused with any authorized traffic sign or signal. No sign shall be erected that obstructs the vision of pedestrians in a public right-of-way or the entrance of a private street or driveway to a public right-of-way.
- (9) Flashing signs, strobe, laser, and searchlights. Any sign that contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation or an intermittent light source.
- (10) Hazardous signs. No sign shall be erected or maintained which, due to structural weakness, design defect, or other reason, constitutes a threat to the health, safety, and welfare of any person or property.
- (11) Any sign illuminated at such an intensity or brightness which reasonably interferes with the peace, comfort, convenience, and general welfare of residents or occupants of adjacent properties, or which reasonably creates a hazard to operators of motor vehicles.
- (12) Signs attached to, drawn, or painted upon trees, rocks, or other natural features.
- (13) Advertising displayed on outdoor furniture, benches, trashcans, telephone booths, and similar devices.
- (14) Signs attached to, drawn, or painted on utility poles, telecommunication towers and water towers/tanks unless otherwise required by local, state, or federal law.
- (15) Signs with dynamic display and electronic message signs. Prohibited in B-I Central Business District.
- (16) Signs drawn or painted upon roof or building or structure.

(Ord. No. 2014-03, Exh. A, 6-9-2014; Ord. No. 2014-14, 6-9-2014)

Sec. 44-13. - Maintenance.

All signs shall be maintained by the sign owner in good condition so as to present a neat and orderly appearance. Upon discovery of a sign in need of maintenance, the Cleveland Code Enforcement Officer shall give written notice to the owner of the sign or the owner of the property on which the sign is located if the owner of the sign itself cannot be determined. Said notice shall state the item or items requiring repair or maintenance. The owner shall have 30 days in which to repair or maintain the sign before a citation is issued. If the owner has failed to make repairs or the necessary maintenance within that time, the Cleveland Code Enforcement Officer shall cause a citation to be issued. The Cleveland Code Enforcement Officer, after notice pursuant to this section, may cause to be removed any sign showing gross neglect, is dilapidated, or in the opinion of the building inspector poses an imminent threat to public safety. It shall be unlawful, after being notified pursuant to this section and after the 30-day notice has expired, for any person to display a sign in any of the following conditions:

- (1) Lettering or other elements of the sign have become detached or have fallen off the sign or become misaligned.
- (2) Painted surfaces on the sign or sign structure have begun to peel, flake over a significant portion of the sign, or have faded or oxidized to an extent that the sign no longer displays the message as originally intended.
- (3) A significant number of bricks, stones, or other materials on the structural base of a sign have become detached or have fallen off, or have become misaligned.
- (4) Other similar conditions of disrepair or lack of maintenance as determined by the Cleveland Code Enforcement Officer.
- (5) For lighted signs, one or more illumination devices are not working and have not been repaired.
- (6) The area on private property around the sign on which it is erected shall be properly maintained clear of brush, trees, and other obstacles so as to make signs readily visible.
- (7) If no action is taken by the property owner or the tenant, the City of Cleveland shall have full authority to remove, or have removed, repair, or have repaired signs in need of maintenance through a civil citation and/or lien.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-14. - Abandoned signs.

- (a) If the principal use or activity on a property has ceased operation, any permanent ground signs, including supports, and wall signs, permitted in connection with said principal use or activity, shall be removed within 30 days of the discontinuance of said principal use or activity. No new sign will be permitted to be erected until the discontinued sign, including its supports, has been removed or converted to a lawfully conforming sign.
- (b) If an accessory use or activity on a property has ceased operation, any permanent ground signs, including supports and wall signs permitted in connection with said accessory use or activity shall be removed within 30 days of the discontinuance of the said accessory use or activity. No new sign will be permitted to be erected until the discontinued sign, including its supports, has been removed or converted to a lawfully conforming sign. Upon the expiration of the applicable time period provided in this chapter for the removal of discontinued signs and sign supports, said signs shall be deemed unlawful abandoned signs.
- (c) If a discontinued principal use monument sign contains a sign face that is in the form of a removable panel, the panel containing advertising shall be removed and replaced with a panel without advertising until another principal use is established and a sign permit issued for a new principal use sign. If a discontinued principal use monument sign contains a sign copy area that is not removable without disassembling the monument, then the said sign copy area shall be painted over if possible, or, where it cannot be painted over, covered with durable cloth or canvas so that the sign copy and/or underlying structure which was permitted in connection with the business or activity

discontinued is no longer visible, until such a new sign permit is applied for and granted and approved sign copy is affixed on the sign copy of said monument.

- (d) If no action is taken by the property owner, the City of Cleveland shall have full authority to remove abandoned signs through a civil citation and/or lien.

(Ord. No. 2014-03, Exh. A, 6-9-2014; Ord. No. 2014-14, 6-9-2014)

Sec. 44-15. - Replacement of nonconforming sign.

- (a) 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 by obtaining a proper sign permit through the city.
- (b) Change of property owner will require a master sign plan and be required to have all signs conform with the current ordinance.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-16. - Repairs and maintenance to nonconforming signs.

No structural repairs, change in shape or size of a nonconforming sign shall be permitted except to make the sign comply with the requirements of this chapter by obtaining a proper sign permit through the city.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-17. - Duration and continuance of nonconforming signs.

Signs which do not meet all requirements of this article when enacted, or which do not meet provisions of this chapter at the time of its adoption, may stay in place until one of the following conditions occurs:

- (1) The deterioration of the sign or damage to the sign makes it a hazard;
- (2) No conforming principal use or accessory use, ground or wall sign, shall be permitted to be erected on the same property with an existing nonconforming sign until the nonconforming sign has been removed or made to conform to the provisions of this chapter;
- (3) Upon a change of ownership, the subsequent owner will be granted six months to bring all nonconforming signs into conformance with the City of Cleveland sign regulations.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-18. - Display of property address required.

It is of the utmost importance that public safety personnel, mail carriers, and the general public be able to conveniently locate buildings, institutions, businesses, and establishments by their property address. Therefore, to ensure this essential public purpose is served, establishments other than single-family dwellings shall display the street address of the property either on a principal use ground sign or on the building facade. Within a commercial center where multiple addresses exist, the highest and lowest street numbers shall be identified. Street address numbers shall be of a color that contrasts against the background. Numbers shall not less than four inches in height and not to exceed eight inches in height on local roads, state, and federal highways. Numbers shall be visible from both directions of travel along the street.

Single-family homes are required to post a street address on a mailbox, or a small ground sign in front of the dwelling. Numbers shall not less than four inches in height and not to exceed eight inches in height on local roads, state, and federal highways.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-19. - Height of ground signs.

- (a) B-I Central Business District. Signs may not exceed a height of six feet at the highest anywhere on the sign.
- (b) District 2—Commercial and Residential District. Henderson St. to Quillian St.; Cemetery St. to Dixon Dr.; Bell St. to Wilford Ash Parkway; Jackson St. to Old Nacoochee signs may not exceed a height of ten feet at the highest point anywhere on the sign.
- (c) District 3—High Density Commercial District. Helen Hwy.; Wilford Ash Parkway; Donald E. Thurmond Parkway; Quillian St. to city limits—south; Dixon Dr. to city limits—east; Wilford Ash Parkway to city limits—west; Old Nacoochee to city limits—north signs may not exceed a height of 16 feet at the highest point anywhere on the sign.
- (d) District 3—High Density Commercial District. Helen Hwy.; Wilford Ash Parkway; Donald E. Thurmond Parkway; Quillian St. to city limits—south; Dixon Dr. to city limits—east; Wilford Ash Parkway to city limits—west; Old Nacoochee to city limits—north; advertising/billboards signs may not exceed 22.5 feet in height. This include the sign at 10.5 feet in height and the supporting structure at 12 feet in height.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-20. - Increase in height of ground signs.

The maximum height established by this chapter shall apply to any sign, except that for properties situated below road grade. If the maximum height permitted would prevent adequate visibility, ground sign height may be increased by up to six feet higher than the maximum height permitted.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-21. - Height of wall signs.

Wall or mansard signs shall not extend more than three feet above the eave line or top of a parapet on the wall to which it is attached.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-22. - Sign setback.

All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way. However, in no case will an out-of-store marketing device be allowed to obscure vision at a street or driveway intersections. For traffic safety, an out-of-store marketing device shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.

In no case will a sign be allowed to obscure vision at a street or driveway intersections. For traffic and pedestrian safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-23. - Types of signs permitted.

In addition to the general provisions regulating signs established in this chapter, sign permissions shall be based on the type of sign permitted, and the land use according to tables 44-34 of this chapter. When the land use is mixed or not clearly evident by the Cleveland Building Inspector, the property is question shall be granted the privileges for commercial properties.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-24. - Number of signs limited.

Unless specifically provided in tables 44-34 of this chapter, a property shall be limited to only one sign of the type permitted. No sign(s) shall be erected to exceed the maximum area of signs as specified in tables 44-34 of this chapter.

With regard to wall sign allowances, if a single tenant building, structure, or freestanding canopy faces more than one road frontage shall be permitted to have a sign area specified for such building, structure, or freestanding canopy in this chapter.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-25. - Maximum area of sign.

The maximum area of signs permitted shall be as provided in tables 44-34 of this chapter, as applicable. No sign shall be erected to exceed the maximum area of a sign specified in tables 44-34 of this chapter, as applicable. When this article permits one sign for each road frontage, the sign area allotted to one road frontage shall be transferred to another road frontage.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-26. - Illumination.

- (a) Signs on agricultural or residential properties shall not be internally illuminated.
- (b) Externally illuminated signs shall be lighted by a white, steady, stationary light of reasonable intensity, shielded and directed solely at the sign, so as not to cause glare or spill light on the road right-of-way, so as not to cause a traffic hazard or up in the sky or adjoining buildings.
- (c) Neon tubing, or rope lights, shall not be connected to any sign. Neon lights or rope lights outlining windows, walls, doors, or any structure is prohibited and will not be permitted.
- (d) Security lights shall be directed so as not to cause glare or spill light on the road right-of-way, so as not to cause a traffic hazard or up in the sky or adjoining buildings or cause a traffic hazard.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-27. - Temporary signs.

Temporary signs may be permitted on commercial properties subject to the issuance of a temporary sign permit from the Cleveland Building Inspector. Such temporary signs shall conform to the following:

- (1) No temporary sign permit shall be valid for more than 45 days in a 12-month period.
- (2) One banner shall be permitted per lot. Banners shall not exceed 32 square feet, nor may it be more than 15 feet in height. Such banner may be temporarily placed or attached to a building, wall, window, railing, or ground sign, or it may be freestanding between two poles or stakes.
- (3) One gas or air-filled advertising device may be permitted per lot, not to exceed a height of 15 feet above the ground. Gas or air-filled advertising device is prohibited in the B-I Central Business District.
- (4) Any new business or any changes in the ownership of an existing business may obtain a sign permit for a temporary sign permit.
- (5) All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way. However, in no case will a sign be allowed to obscure vision at a street or driveway intersections. For traffic and pedestrian safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-28. - Master sign plan.

A master sign plan is required for all nonresidential projects including more than one freestanding building and/or a building with multiple tenants. The approved master sign plan must be provided to tenants to endure compliance with this chapter.

- (1) Approval required. Any new construction or re-development of a nonresidential project including one or more freestanding building shall obtain approval of a master sign plan from the Cleveland Building Inspector as part of the development review process prior to any signs being erected other than signs permitted during construction. All signs erected or maintained shall conform, at all times, to the approved master sign plan. The signs approved through the master sign plan are the only signs allowed, any deviations from an approved master sign plan shall be unlawful unless and until a revised master sign plan is approved. The approved master sign plan must be provided to tenants to ensure compliance.
- (2) Master sign plan application. An application for a master sign plan shall include the following information:
  - a. Accurate site plan, including location of buildings, parking lots, driveways, and landscaped areas;
  - b. One set of drawings showing details of construction and foundation of proposed signs;
  - c. An accurate indication of the location of each present and proposed future signs of any type, whether requiring a permit or not;
  - d. An elevation drawing or photo depicting the proposed location of signs on buildings, or walls;
  - e. A scaled drawing showing the size, shape, design, colors, materials, lighting, and letter styles of proposed signs;
  - f. Master sign plans must be signed by all owners or their authorized agents;
  - g. Any other maps, drawings, or materials as required by the planning department to adequately describe the sign proposal.



- (3) Master sign plan review.
  - a. An application for a master sign plan shall be reviewed as part of the development review process and shall follow all procedures thereof, unless contradicted by this section.
- (4) Individual sign permits.
  - a. Individual sign permits are required for all signs contained within an approved master sign plan.
- (5) Amendments.
  - a. A master sign plan may be amended by filing a new master sign plan application that conforms to all requirements in this chapter.
- (6) Location of entrance signs.
  - a. All signs shall have a minimum setback of 15 feet rear and side from side property lines. For front setback, the sign must be at least 15 feet from the pavement and outside of the right-of-way. However, in no case will a sign be allowed to obscure vision at a street or driveway intersections. For traffic and pedestrian safety, sign shall not be located within the triangular area on a corner lot formed by measuring 20 feet along both street side property lines from their intersection.
- (7) Aesthetic consideration.
  - a. The master sign plan must be designed so that it establishes a common theme or design uses similar construction methods, has compatible colors, lettering, lettering style, symbols, scale, and size of signs and/or identical background.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-29. - Variances.

- (a) Administration by the Cleveland Building Permit Review Committee. The Cleveland Building Permit Review Committee has the responsibility for administration of this section.
- (b) Purpose. The purpose of a variance is to provide relief when the strict application of the statutes, codes, or policies imposes unusual practical difficulties or unnecessary hardships on the applicant. Practical difficulties or unnecessary hardships may result from the:
  - (1) Dimensional variances only (i.e., setback, size, height);
  - (2) Shall not be greater than ten percent of total allowable;
  - (3) Shall not subvert the intent of this chapter;
  - (4) Applicant shall show substantial hardship occurring or otherwise;
  - (5) Granting the variance shall not create a safety hazard or other condition inconsistent with the general purpose of this chapter;
  - (6) Extreme topographic conditions prevent the sign from being legible and effective from the roadway; a variance may be granted to allow the height to be measured from the base of the road after final grading.
- (c) Criteria for granting a variance.
  - (1) Based on the application, evidence submitted by the applicant, investigations by the Cleveland Building Inspector and/or the Cleveland City Council; all of the following findings shall exist in order to grant a variance (documentation including maps, recorded surveys, and other related documents is required):

- a. There are extraordinary and exceptional conditions pertaining to the particular piece of property in question because of its size, shape, topography; and
  - b. The application of this chapter to this particular piece of property would create an unnecessary hardship.
- (2) Variances shall not be granted:
  - a. If special circumstances on which the applicant relies are a result of actions of the applicant, owner or previous property owners; or
  - b. To allow the use of the property in a manner or for a purpose not authorized by the statutes, codes, and policies.
- (d) Application requirements. The owner or duly authorized agent shall file an application for variances with the Cleveland Building Department on the prescribed form. A complete application shall consist of:
  - (1) Variance request form;
  - (2) Copy of code section from which the variance is being requested;
  - (3) Correspondence clearly stating the basis for the variance request;
  - (4) Supporting documentation necessary to give the Cleveland Building Inspector a clear understanding of the request;
  - (5) Maps, recorded survey, proposed sign renditions.
- (e) Submission to Cleveland Zoning and Planning Board.
  - (1) The request for variance is reviewable by the Cleveland Zoning and Planning Board if the Cleveland Building Inspector determines that the request for variance meets the criteria.
  - (2) The Cleveland Zoning and Planning Board shall review the request for variance upon receipt of the following within 15 days of the determination of the Cleveland Building Inspector:
    - a. Correspondence clearly stating the basis for the request for Cleveland Zoning and Planning Board review;
    - b. Cleveland Building Inspector recommendation;
    - c. Supporting documentation necessary to give the Cleveland Zoning and Planning Board a clear understanding of the request for review; and
    - d. A review fee of \$390.00.
  - (3) The Cleveland Zoning and Planning Board shall review the application and staff investigation report and determine whether the evidence supports finding that the required criteria has been met and approve with or without conditions or deny the application. However, the determination of the Cleveland Building Inspector shall remain in full force and effect pending such review and decision.
- (f) Appeal to the Cleveland City Council. Decisions or actions of the planning commission are subject to appeal to the Cleveland City Council. However, the planning commission's decision shall remain in full force and effect pending such appeal.
- (g) If an applicant desires to appeal a decision or action of the planning commission, the applicant shall notify the Cleveland City Council, in writing, within ten days of the action or decision of the Cleveland Zoning and Planning Board. Upon receipt of this notice, the Cleveland City Council shall establish a date and time to hear the appeal. The request shall include:
  - (1) Correspondence stating the basis for the appeal of the Cleveland Zoning and Planning Board action or decision;
  - (2) Applicable Cleveland Zoning and Planning Board minutes;

- (3) Supporting documentation necessary to give the Cleveland City Council a clear understanding of the appeal request; and
- (4) Appeal fee \$390.00.
- (h) Conditions.
  - (1) Reasonable conditions may be imposed in connection with the granting of a variance as deemed necessary to protect the best interests of the surrounding property of the neighborhood and otherwise secure the purpose and requirements of this chapter.
  - (2) Guarantees and evidence shall be required that such conditions are and will continue to be in compliance.
- (i) Compliance with conditions approval. Adherence to the approved plans and compliance with conditions imposed in the variance are required. Any departure from conditions of approval constitutes a violation to this chapter.
- (j) Vested interest in approved variances. A valid variance supersedes conflicting provisions or amendments unless specifically provided by the provisions of this chapter or the conditions.
- (k) Investigations and reports. The Cleveland Building Inspector shall make an investigation to provide necessary information to insure that the action on each application is consistent with the variance criteria. Any report of such investigation shall be included in the application file.
- (l) Revocation. Variances shall become invalid if not exercised within one year of the date of approval or if there is a change in ownership not otherwise noted and approved at the time of the granting of the variance.
- (m) Limitations on reapplication. The Cleveland Zoning and Planning Board shall not hear denied applications for the same or substantially similar variance application until a period of six months has elapsed.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-30. - Inspections.

- (a) The staff, representatives, or agents of the building inspection, code enforcement, fire, and public works shall have the power to conduct such investigations as they may reasonably deem necessary to carry out the duties and responsibilities as prescribed in this chapter. After providing proper credentials, these agents, officials, and representatives may enter any property, public or private, for the purpose of investigating and inspecting the premises.
- (b) No person or entity shall refuse entry or access to the staff, representatives, or agents of the building inspection, code enforcement, fire, and public works who request entry for purposes of inspection. Similarly, no person or entity shall obstruct, hamper, or interfere with any such staff, representative, or agent while in the process of carrying out his official duties.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-31. - Enforcement and penalties.

- (a) Stop work orders.
  - (1) Any person failing to comply with any provision of this chapter shall be subject to a stop work order. Such notice shall be presented by the Cleveland Building Inspector or the Cleveland Code Enforcement Officer in writing and shall state the conditions under which work may continue. Where an emergency exists, no written notice shall be required.

- (2) The Cleveland Building Inspector or the Cleveland Code Enforcement Officer, or agent assigned by the Cleveland Police Chief, shall present the stop work order to the owner of the property, an authorized agent, or the person or persons in charge of the activity on the property. Upon receipt of notice of the stop work order, activities in violation of this chapter shall cease immediately.
- (b) Revocation of occupation license or other authorization. Any person failing to comply with any provision of this chapter shall be subject to revocation of the occupation license, work permit, building permit or other authorization for the conduct of business and associated work activities within the incorporated areas of this city.
  - (c) Enforcement in municipal court. Any person who shall do anything prohibited in this chapter or who shall fail to do anything required by this chapter shall be guilty of a misdemeanor, amenable to the process of the municipal court of the City of Cleveland. Upon conviction, the court shall assess the person(s) or entity with a penalty, which may include fine, confinement, or both, in an amount permitted for the violation of city ordinances. The court may deem each day the violation exist as a separate offense.
  - (d) Civil penalties. Any person violating any provision of this chapter shall be liable for a civil penalty of not less than \$100.00 per day not to exceed \$500.00 per day. Each day the violation continues shall constitute a separate violation.
  - (e) Enforcement by injunction or mandamus. The Cleveland City Council, in addition to other remedies, may institute injunction, mandamus, or other appropriate action in proceeding to stop the violation.
  - (f) Failure to comply. If a person or entity fails to comply within the time specified, a violation shall have occurred and in addition to other penalties, any applicable performance or surety bond shall be subject to forfeiture.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-32. - Miscellaneous provisions.

- (a) Severability. If any paragraph, subparagraph, sentence, clause, or phrase shall be declared invalid or unconstitutional by any court of competent jurisdiction or if the provisions of any part of this chapter shall be declared invalid or unconstitutional, such invalidity shall be construed to affect portions of this chapter not held to be invalid. The intent of the Cleveland City Council is to provide for separable and divisible parts and the Cleveland City Council hereby adopts all parts held valid.
- (b) Liability. Under the provisions of this chapter, the approval of a plan shall not relieve any person from the responsibility for damage to any person or property not imposes any liability upon the city for damage to any person or property.
- (c) Repeal. The adoption of this chapter repeals all codes or parts of codes conflicting with the terms of this chapter. It is hereby provided that any code which may be applicable hereto and aid in carrying out or making effective the intent, purpose and provision hereof shall be literally construed to be in favor of the city and is hereby adopted as a part hereof.
- (d) Repeal conflict with other laws. Whenever the provisions of this chapter impose more restrictive standards than are required under any other statute, the requirements of this chapter shall govern.
- (e) Effective date. The effective date of this chapter shall be upon the date of its adoption.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-33. - City directional sign program.

- (a) The city may, but shall not be required to erect, replace, repair, and maintain one or more structures upon which the city may affix, for a fee, signs identifying private commercial business within the city, and directing traffic in the direction of such business.
- (b) There shall be multiple signs affixed to the same structure, on a first come, first served basis.
- (c) All such signs shall be uniform in size, material, coloring, and lettering.
- (d) No business owner or operator may affix, remove, or modify any sign upon any such structure, and the entirety of the structures, and any signs affixed thereto, shall be the sole property of the city.
- (e) The city shall establish and revise from time to time as necessary:
  - (1) An initial fee to cover the cost of manufacture, installation, affixation, and related expenses, of signs and sign structures;
  - (2) An annual renewal fee to cover the cost of repair, maintenance, and replacement, of signs and sign structures.
- (f) No business owner or operator shall have a sign affixed to such sign structure, unless and until, such owner or operator shall have paid the initial fee, any renewal fee, is current on payment of all business license fees, occupation tax, and any other tax or fees owed to the city, and completed an application for affixation of such sign upon forms provided by the city.

(Ord. No. 2014-14, 6-9-2014)

Sec. 44-34. - Sign area charts.

Table 44-34.1  
Sign Area Permitted on Residential and Agricultural Properties

Freestanding Monument	Maximum Height	Maximum Square Footage	
Residential subdivision entrance	7	70	Internal lighting prohibited
Apartment complex entrance	7	70	Internal lighting prohibited
Agricultural	7	70	Internal lighting prohibited

Wall/Mansard Signs	Maximum % of Building Facade
Residential	Prohibited

Apartment	
Agricultural	Prohibited

Projecting/Hanging Signs	Maximum Square Footage	Maximum Distance from Wall
Residential	Prohibited	Prohibited
Apartment	Prohibited	Prohibited
Agricultural	Prohibited	Prohibited

Window Signs	Maximum % of Window Area	Fiber Optic Window Sign Maximum Size
Residential	Prohibited	Prohibited
Apartment	Prohibited	Prohibited
Agricultural	Prohibited	Prohibited

Door Sign	Maximum Area
Residential	Prohibited
Apartment	Prohibited
Agricultural	Prohibited

Advertising Signs/Billboards—Off Premise	Maximum Height	Maximum Area
Residential	Prohibited	Prohibited
Apartment	Prohibited	Prohibited
Agricultural	Prohibited	Prohibited

Table 44-34.2  
Sign Area Permitted on Office, Commercial, and Industrial properties

Freestanding Monument	Maximum Height	Maximum Square Footage
District 1—Historic Downtown District	6	36
District 2—Commercial and Residential District	10	70
District 3—High Density Commercial District	16	480

Wall/Mansard Signs	Maximum % of Building Facade
All B-I, B-II and Industrial Zoning Districts	20% of facade wall area

Projecting/Hanging Signs	Maximum Square Footage	Maximum Distance from Wall	Minimum Clearance from Walkway
All B-I, B-II and Industrial Zoning Districts	9	36 inches	8 feet

Window Signs	Maximum % of Window Area	Fiber Optic Window Sign Maximum Size
All B-I, B-II and Industrial Zoning Districts	10%	324 square inches

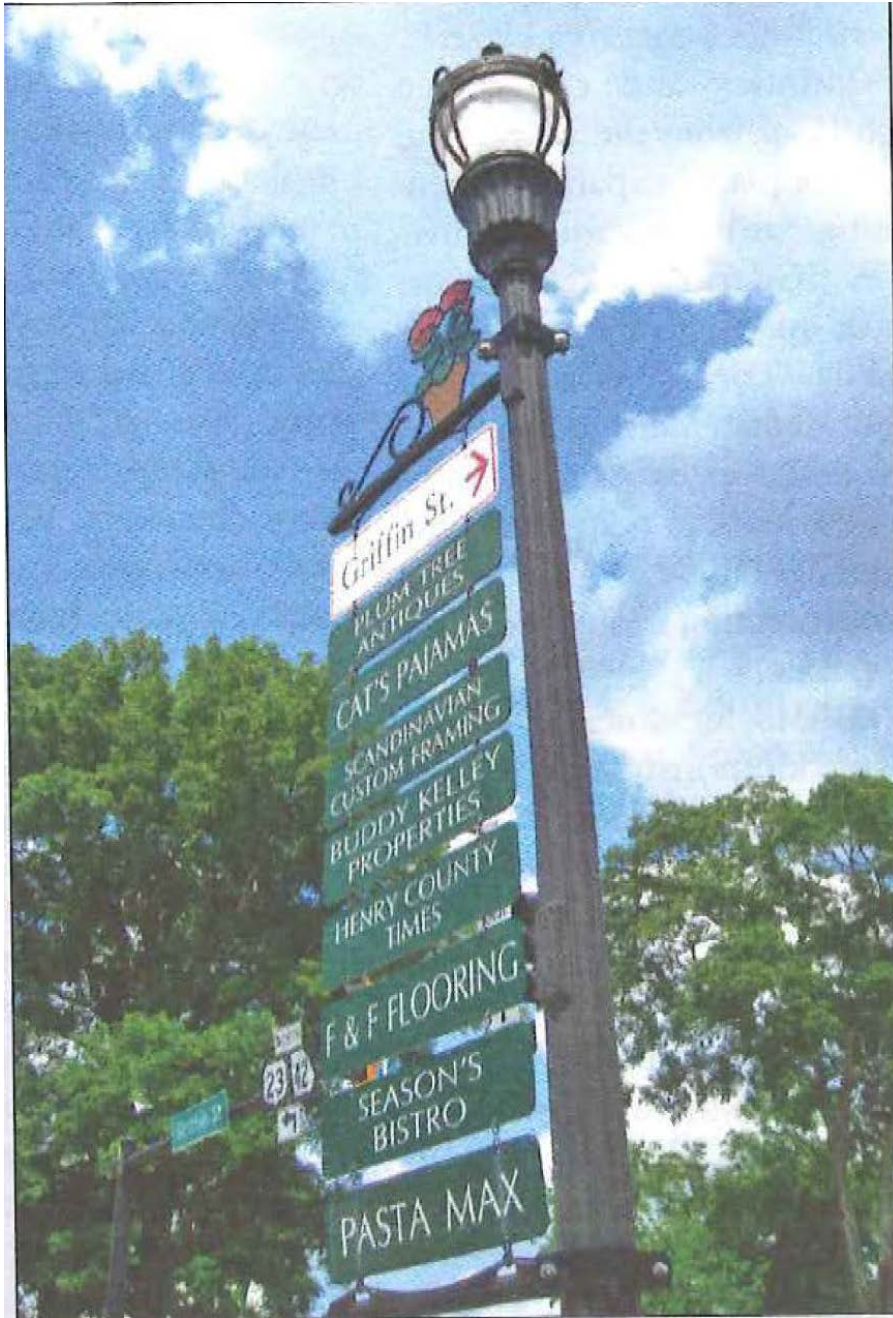
Door Sign	Maximum Area	
All B-I, B-II and Industrial Zoning Districts	1 square foot	Permit not needed

Advertising Signs/Billboards— Off Premise	Maximum Height	Maximum Area
District 3	22.5 feet (including supporting structure)	378 square feet

(Ord. No. 2014-14, 6-9-2014)

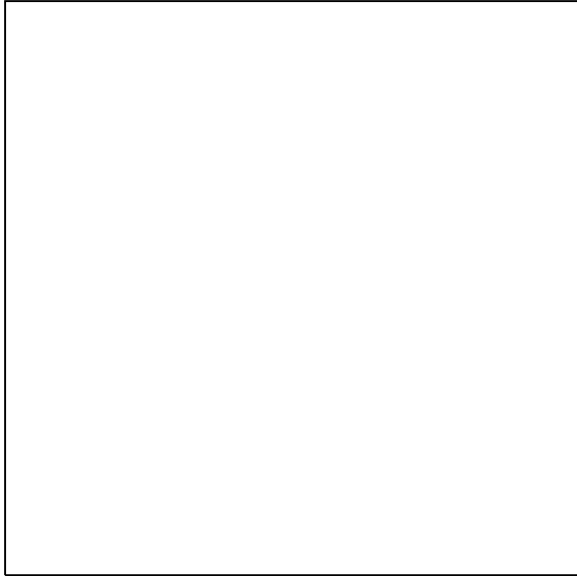
Sec. 44-35. - Illustrations.



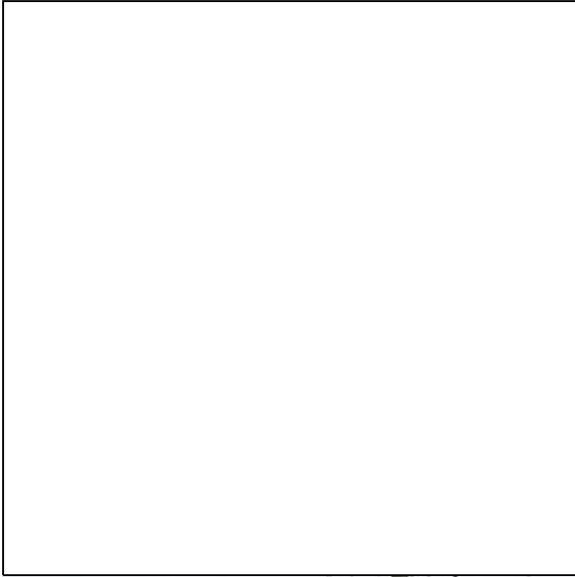


**Street Level Signage**  
McDonough, Henry County (Photo Courtesy of Dean Baker)

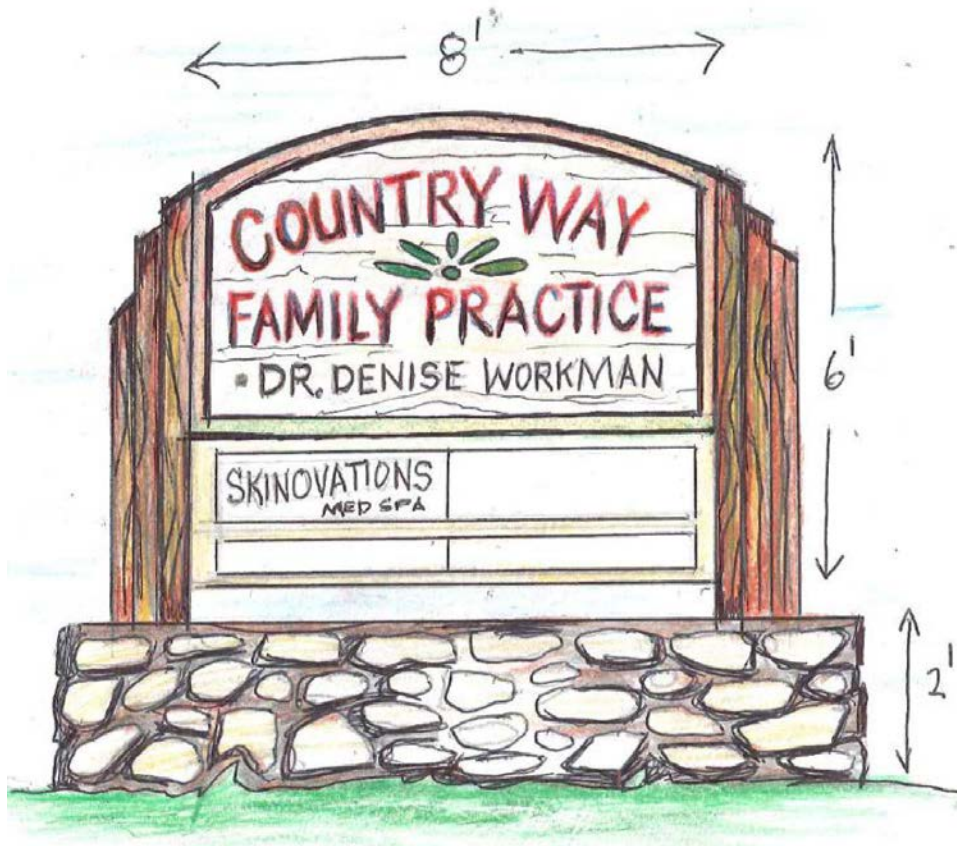
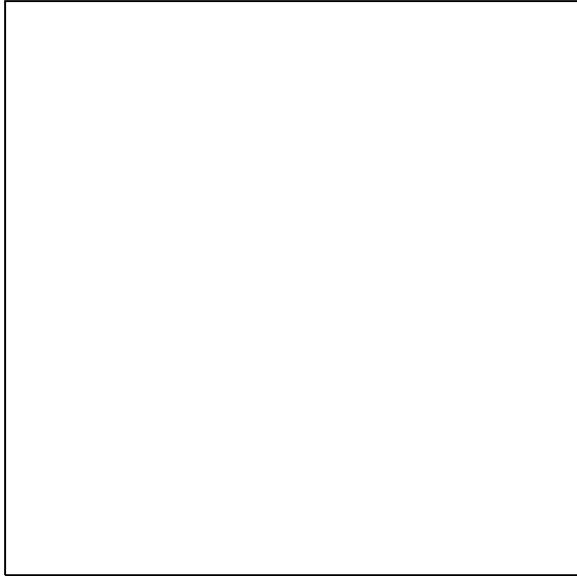
City street sign program



As designed by Tim Owens

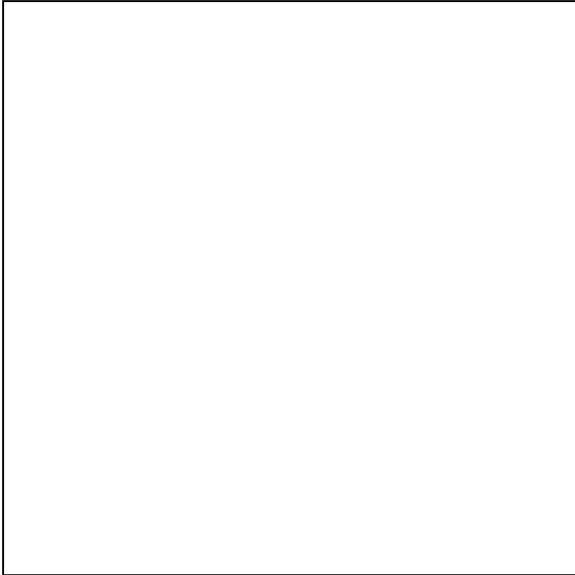


As designed and constructed by Tim Owens



Sign design courtesy of Jubilee Signs & Art Studio—Gary Sieveking





Sign design and construction courtesy of Jubilee Signs & Art Studio—Gary Sieveking

(Ord. No. 2014-14, 6-9-2014)