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### **714.01 Purpose**

These standards are intended to:

- A. This division contains regulations which promote signs that are subordinate to and in aesthetic harmony with their location on buildings and their surrounding environment; to identify requirements that safeguard life, public health, aesthetic quality and welfare by regulating the location, size, number, illumination, construction, maintenance and quality of materials of all signs and outdoor advertising structures and to eliminate visual clutter and blight within the City.
- B. Promote the safety of persons and property by providing that signs do not create traffic or other hazards due to collapse, fire, visual obstruction, decay or abandonment.
- C. Promote and encourage designs that reflect the appropriate scale, historic character, and pedestrian orientation of the city. As well as, encourage designs that reflect the architectural scale, aesthetic quality, and vehicular and pedestrian orientation of commercially zoned districts within the city.

### **714.02 Permit Requirements**

The following requirements and limitations shall apply with regard to signs, in addition to provisions appearing elsewhere in the text of these regulations or in the schedule of zoning district regulations.

- A. Any property owner, business, tenant, agent, or contractor shall be required to obtain a permit from the Public Works Department and/or the Department of Development Services prior to the erection, replacement, reconstruction, or relocation of a sign, except when specifically exempted within this ordinance. The tenant must have a current license to do business in the City at the location where the erection, replacement, reconstruction, or relocation of a sign is to take place. However, when a business is to be located at a newly constructed site or a site under reconstruction, a permit for a sign may be obtained prior to the issuance of a business license. Agents or contractors actively erecting or maintaining signs must have a license to do business in the State of Georgia.
- B. Each application for a sign permit shall contain the following information:
  - 1. Name of property owner, tenant and agent.
  - 2. Name of sign owner (if different from property owner).
  - 3. Name, address, and telephone number of the sign erector/contractor.
  - 4. Freestanding signs require scaled drawings detailing the location of any structure on the lot upon which the sign is to be attached or erected and the exact position of the sign in relation to nearby buildings or structures and to nearby streets. Also, freestanding signs require elevation plans be provided that show the dimensions, schematics, materials, and all other information that shows the design of the sign. Wall and other signs require scaled building elevation plans and detailed schematics to be submitted that detail the size of the building face and the location of the sign on the structure and the materials and design of the sign.

5. Plans, specifications and structural details of construction and attachment to the building or in the ground. A single submission may be permitted for standardized signs. All signs must conform to the standards of the current National Electrical and Standard Building Codes issued at the time of application and/or other codes of the City that may be applicable. The applicable issues of the Standard Building Code and National Electrical Code, as amended, are incorporated herein by reference as though fully set forth herein, a copy of which shall be maintained on file with the City Clerk for inspection and review by the public. The chief building official shall be responsible for enforcing the guidelines set forth in the Standard Building Code and the National Electric Code.
  6. Permit Fees. Sign Permit fees are required for all signs. The permit fees for signs are identified in the City of Marietta Fee Chart.
- C. Upon receipt of a properly completed sign permit application as identified in Sect. 714.02(B), the sign permit application shall be examined and either approved or denied within 45 business days or else the application shall be deemed granted on the 46th business day.
- D. Upon denial of the sign permit application, the applicant shall be given written notice from the Director of the Department of Development Services stating the reason for the denial within 15 days of the decision to deny the permit. Upon denial of the sign permit application, the applicant may appeal to the Board of Zoning Appeals (or in the case of General Advertising and Off-Premise Signs, appeal shall be made to City Council) within 10 days of the receipt of notice of the final decision of the Director of Development Services. The appeal hearing shall take place within 60 days of the filing of the appeal with the Department of Development Services.
- E. The City is hereby authorized and empowered to revoke any permit issued by it upon failure of the holder thereof to comply with any provisions of this article within 5 days of the receipt of written notice to the property owner or the refusal of the property owner to accept the written notice.

### **714.03 Signs exempt from permit regulations**

The following classes of signs are exempted from permit requirements, but other limitations, regulations, and requirements (such as setback from right-of-way or signs not to constitute a hazard) concerning such signs remain applicable.

- A. Signs, notices, traffic signs, official flags and emblems erected by or on order of governmental jurisdictions.
- B. National flags and flags of political subdivisions, including the official flag of the United States, State of Georgia, Cobb County, or the City of Marietta that are attached to a flagpole mounted on the ground or to flagstaffs attached to the façade of a structure.
- C. Traffic movement and internal directional signs not to exceed 4 square feet per sign face and 2 feet in height. Limited to one per curb cut. No advertising text may be affixed.

- D. Temporary political campaign signage (including posters and advertisements) limited to 32 square feet per sign area and there shall be no more than two sign faces per road frontage. Any political signage that does not meet these requirements shall be required to obtain a sign permit and follow those restrictions set forth for that type of sign. All signs must be removed within 5 days of the last day that the candidate's name or that issue appears on a ballot for a primary, runoff, general or special election. All such signs are prohibited (a) within any public right-of-way, (b) on any public property or building, (c) on any private property unless the owner thereof has given permission.
- E. Delivery receptacles for mail and newsprint deliveries.
- F. Construction/development signs when placed at a location under construction or alteration, not to exceed 15 square feet in residential districts or 50 square feet in non-residential districts. All such signs shall be removed from site upon issuance of certificate of occupancy.
- G. Real estate signs shall be limited to one per property road frontage and shall be removed within 5 days of the sale or lease of the property.
1. Real estate signs in developed residential districts are limited to the sale of property, shall be no more than 6 square feet in size, and shall be removed 5 days after the sale or lease of the property. In undeveloped residential districts, real estate signs are limited to the sale of property, shall be no more than 32 square feet in size, and shall be removed 5 days after the sale or lease of the property.
  2. In non-residential districts, real estate signs are limited to the sale or lease of property, shall be no more than 32 square feet in size, and shall be removed 5 days after the sale or lease of the property. No more than 2 such signs per lot shall be allowed and they shall be removed within 5 days of the sale or lease of the property.
- H. Real estate directional signs, one per property road frontage not otherwise dedicated for other signage allowance, limited to 6 square feet in developed residential districts and 32 square feet in undeveloped residential districts or non-residential districts. No more than 2 such signs per lot shall be allowed and they shall be removed within 5 days of the sale or lease of the property for which directions are provided.
- I. Window signs are permitted in nonresidential districts subject to those standards, which apply to wall signs. Permissible sign area shall be calculated the same as wall signage and shall be considered inclusive of the total wall sign area allowance for the building. No more than 50% of the windows of a business shall be used to display window signs and the signage in a single window shall not account for more than 50% of a window face.
- J. Building addresses and emergency information.
- K. Inflatable devices or balloons.
- L. Temporary-local directional signs (T-LDS).

1. Definition. T-LDS are short-term signs that direct attention to or convey directions through the use of words, symbols, arrows or otherwise, to a temporary or non-permanent event or happening such as a church or community gathering, yard sale, moving sale, estate sale or the sale of an individual house. TLDS do not include off-premise outdoor advertising signs, nor signs as defined under the WSDS.
2. Zoning districts. T-LDS shall be allowed in all zoning districts. However, T- LDS in residential zones shall only provide direction to residential real estate for sale or to a noncommercial place or event.
3. No permit required. T-LDS do not require a permit or a permit fee.
4. Sign area. T-LDS may be single or double faced. Each face may be up to four square feet.
5. Height. T-LDS shall not exceed three feet in height.
6. Construction. T-LDS shall be mounted on an independent single or double pole device. T-LDS shall not be affixed in any manner to trees, natural objects, streetlight poles, utility poles, federal, state or county signs or poles, or other permanent signs or sign structures. T-LDS shall be made of metal, plastic, laminated cardboard or some other durable and waterproof material. No such sign shall be made of paper.
7. Location. No T-LDS shall be located closer than one foot from the right-of-way. T-LDS must be on private property with permission of the owner. No T-LDS shall be located beyond a one-mile radius of the ultimate location to which it provides direction.
8. Number. A maximum of four T-LDS are allowed for any location to which the T-LDS provide direction. A maximum of one T-LDS per event or property for sale may be located upon any one lot.
9. No more than 3 events may be held annually at any location.
10. Identification on sign. Each T-LDS shall be legibly marked with the name and telephone number of the sign owner. This information must be written in weatherproof ink or paint upon at least one face of the T-LDS and in letters of at least one-half inch in height. All T-LDS shall display legibly the date and address of the activity and/or event. Any T-LDS that does not contain the above information shall be subject to immediate removal by code enforcement personnel and/or other such remedies provided by this article.
11. Placement and Removal. A T-LDS shall not be placed on the property more than seven days prior to the event to which it provides direction, and shall be removed within 24 hours after the event is over. It shall be the sign owner's responsibility to remove the sign. This provision shall require removal of any real estate T-LDS providing direction to a subdivision or other real estate for sale within ten days of the closing of the sale of that property, or the last lot of the subdivision.
12. Enforcement and penalties.
  - a. Violation deemed public nuisance. Any violation of this article is hereby declared to be a public nuisance. Improperly located signs or prohibited signs are hereby

- determined to pose an immediate safety threat and traffic hazard to members of the public traveling on city roadways.
- b. Removal of signs without notice. The enforcement personnel or any other agent of the city having jurisdiction under the circumstances may remove or direct the removal of any sign in violation of this article without giving notice to any party, if such sign: (i) is upon the public right-of-way or upon other public property; (ii) poses an immediate threat to the life or health of any members of the public; or (iii) the sign does not have a permit and is in violation of this article. In the event that enforcement personnel remove or cause to be removed any sign under this section, criminal charges for such violation may be issued to anyone or combination thereof of the following: (i) to the owner of the sign; (ii) to the erector of the sign; (iii) to the property owner upon which such illegal sign is located; or (iv) to the person or to the business entity who procured the erection of the sign.
  - c. Any sign that is removed and confiscated by the enforcement personnel shall constitute evidence in any subsequent prosecution regarding the illegal sign. Each sign that is caused to be removed shall constitute a separate violation of this article.
  - d. Penalties. Violators are subject to penalties as identified in Section 714.07.H

#### **714.04 General regulations**

All signs shall be located on private property and shall abide by those regulations, which pertain to each class of signs. The permit number shall be permanently affixed to each permitted sign. In all cases sign regulations shall be applied on a parcel level basis. If several buildings or tenants are located upon the same parcel, the allocation of sign space for multiple uses shall be controlled by the property owner provided that the total number of signs (and the sum of the areas) shall not exceed that permitted for the parcel as a whole. The Board of Zoning Appeals shall not grant and does not have the authority to grant a variance that allows for any new pylon signs or changes in the shape, size, location, or design of existing pylon signs. Materials, colors, and shapes of the proposed sign structure shall be compatible with the principal buildings. Staff shall review the style and architectural design of each sign structure in order to insure that it is compatible with the materials and colors of its principal structure.

- A. *Projecting Signs.* Are permitted in nonresidential districts and shall be securely fastened by metal supports to the building surface and meet all applicable building codes while maintaining a clear height of 8 feet above the ground level. No projecting sign may extend above the parapet wall. Permissible sign area shall be calculated the same as wall signage and shall be considered inclusive of the total wall sign area allowance for the building.
- B. *Wall Signs.* Are permitted in nonresidential districts and shall be securely fastened to the building surface meeting all applicable building codes. Walls signs may project from the building face a maximum of 18 inches from the building provided that, if they project more than 4 inches from the building surface, they shall maintain a clear height of 10 feet above the ground level. No wall sign may extend above the parapet wall. Wall signs shall be

restricted to building faces that abut public roadways or designated access drives to planned centers. No more than 15% of any wall face may contain wall signage. The total permissible sign area for a single business may be incorporated within wall, canopy, under canopy, projecting or window signage provided that in aggregate, they do not exceed the 15% limit.

- C. *Canopy Signs.* Are permitted in nonresidential districts and shall be securely fastened by metal supports to the building surface and meet all applicable building codes. Canopy signs may not extend above the parapet wall and shall maintain a clear height of 8 feet above the ground level. Permissible sign area shall be calculated the same as wall signage and shall be considered inclusive of the total wall sign area allowance for the building.
  
- D. *Under Canopy Signs.* May be no larger than 6 square feet and must be no less than 8 feet above the ground at the lowest extremity of the sign and attached to the supporting structure at no less than two points. Permissible sign area shall be considered inclusive of the total wall sign area allowance for the building.
  
- E. *Free Standing (Detached) Monument Signs.* Are permitted in all zoning districts, except in those designated as Single Family Residential, unless specifically allowed under other sections of this ordinance. Monument based signs are the mandatory design for all freestanding signs. Pylon signs are not allowed. The Board of Zoning Appeals shall not issue and are not granted the authority to issue variances to allow any new pylon signs or changes in the shape, size, location, or design of existing pylon signs.

For each property line that abuts public right-of-way for a distance of at least 75 feet, one free standing sign is permitted provided the sign area is located at least 5 feet from any property line. The Public Works Director or his/her designee may require additional setback distances based upon site conditions. In the case of corner lots, a single sign with up to 4 sides may be erected in lieu of two or more separate signs. In no case shall a property contain multiple detached signs along the same road frontage, unless where specifically allowed. The maximum allowable height and sign area of detached signs shall be determined in accordance with the type of roadway along which the sign is to be located to account for varying travel speeds, sight distances and commercial conditions (see Table H). In no case shall the area of a message board exceed 50% of the allowable sign face.

**TABLE H. MAXIMUM HEIGHT AND SIGN AREA FOR DETACHED SIGNS**

Use	Roadway*	Maximum Sign Height (ft.)	Maximum Sign Face (sq. ft.)**
Commercial	Arterial	15	90
	Tier A***	8	60
	Collector/Industrial	10	50
Multi-family	Local	8	30
	Arterial	10	60
	Collector	8	40
	Local	6	24

- \* As defined on the Official Thoroughfare Map of the City.
- \*\* Sign structures are limited to 100% of the allowable sign face.
- \*\*\* As defined on the Official Zoning Map of the City.

The numerical address of the property must be included on the sign, and must be clearly visible and legible from the street on which the property fronts. Numbers should be no less than six (6) inches high and shall not be considered signage, nor shall they be included in the calculation of sign size.

- F. General Advertising and Off-premise Signs.* All general advertising and off-premise signs are subject to the following restrictions regarding their location and permitting. No general advertising sign lawfully in existence on July 11, 1984 shall be altered or moved unless it is made to comply with the provisions of this article. General advertising signs and off-premise signs are not allowed outside of the area within 100 feet of the right-of-way of Interstate 75.
1. General advertising signs and off-premise signs shall also be regulated as a principal use and required to meet all dimensional standards of the applicable zoning district. All distances shall be measured to the nearest point of the sign. The applicant is required to file an exemption plat through the City of Marietta with the Cobb County Superior Court to designate the area on the property that is to be used for the purpose of the general advertising or off-premise sign.
  2. No general advertising sign or off-premise sign shall be placed within 500 feet of a bonafide residence, church, school, park, public building or cemetery.
  3. No general advertising sign shall contain a sign area in excess of 672 square feet.
  4. No general advertising sign or off-premise sign shall contain more than 2 faces; nor shall any multi-message advertising sign or off-premise sign be allowed, including signs that contain tri-vision panels or other changeable faces, electronic message boards, LCD, LED or plasma panels or screens, or any similar electronic signage devices or technology, unless as expressly provided in this chapter.
  5. No general advertising sign or off-premise sign shall be located within a 1,000 foot radius of another general advertising sign or off-premise; nor shall any multi-message general advertising sign or off-premise sign be located within a 1,000 foot radius of another general advertising sign or off-premise sign.
  6. No general advertising sign may exceed 70 feet in height along an interstate as measured from the established road grade at the nearest point of the aforementioned road.
  7. When it can be demonstrated that a reduction of the required setback for a general outdoor advertising sign is necessary in order to preserve trees along interstate right-of-way, the Director of the Department of Development Services may administratively reduce the setback by up to 50 percent. In order to ensure that no trees will be cut in locating or erecting such outdoor advertising signs, the applicant and/or landowner must provide a survey to identify those trees to be preserved. Failure to preserve any trees so

identified shall be considered a violation of this article. In addition, GDOT approval must be obtained by the applicant.

8. No general advertising sign or off-premise sign shall be located or erected on a substandard lot. In addition, general advertising signs and off-premise signs shall meet all other zoning district regulations, including required setbacks and lot widths. Support structures shall meet the setback requirements, however sign faces may extend 25% into any required setback. All distances shall be measured to the nearest point of the sign.
9. No general advertising sign or off-premise sign shall be located or erected on a lot upon which a building is located if such lot or the building thereon has any sign located thereon.
10. No general advertising sign or off-premise sign may be located closer to a permanent structure than a distance that is equal to or greater than the height of the sign.
11. General advertising signs and off-premise signs shall be permitted in LI, HI, CRC, RRC, and OHR zoning districts.
12. Digital General Advertising Sign or Off-Premise Signs:
  - a. Purpose Statement for Digital General Advertising Sign or Off-Premise Signs: In addition to the other standards listed in the Purpose Statement of the Sign Ordinance (Section 714.01 Purpose) the Mayor and City Council find that the proliferation in number, size and manner of outdoor advertising unreasonably distracts motorists, bicyclists, and pedestrians and promotes confusion with regard to traffic lights, signs, or signals or other interference with the effectiveness of traffic regulations and is therefore hazardous to roadway users; that the inadequately controlled proliferation of billboards visible from highways endangers the uniqueness of our city and our community and our scenic beauty; that tourism and trade from both resident and nonresident roadway users is an essential part of our economy; that tourist-oriented directional signs and logo signs offer businesses cost-effective means of announcing their presence to the highway users without harm to the City of Marietta's scenic beauty.
    1. The erection and maintenance of new general advertising or off-premise signs should be strictly limited in areas adjacent to Interstate 75, and prohibited in all other areas in order to protect the public investment in such roadways, preserve the city's scenic beauty and distinctiveness, and promote the general health and welfare of the public.
    2. The Mayor and City Council find that the vast majority of general advertising or off-premise signs within the City of Marietta are legal non-conforming uses, and consistent with the provisions of Division 706 Non-Conforming Uses and Division 714.06C: Nonconforming Signs, it is the desire of the City of Marietta that such non-conforming uses be reduced over time. Despite this intent, the number of legal non-conforming signs has not been materially reduced in a significant fashion.

3. This ordinance is adopted based upon concerns for the distractions that digital general advertising or off-premise advertising signs could cause. However, the Mayor and City Council find that the modification of a limited number of existing static general advertising or off-premise signs to digital signs, in exchange for a reduction in the overall number of general advertising or off-premise signs, achieves a net improvement in public safety and character.
- b. Digital panel replacement for existing general advertising or off-premise signs within 100 feet of the right of way of Interstate 75 shall be permitted provided applicants meet the following requirements:
  1. An existing general advertising sign panel or off-premise sign panel may be replaced with a digital panel if no less than four (4) existing general advertising sign panels or off-premise sign panels are removed in their entirety. An existing panel that is to be retrofitted with a digital panel(s) shall not count toward the aforementioned panel to be removed.
  2. This removal must include the complete removal of the structure to the foundation supporting each sign face. The applicant must also agree that the sign will be removed voluntarily and that no right to compensation exists for the removed sign under any law. The applicant shall indemnify, defend and hold harmless the city from any legal actions taken by the property owner of existing sites in the implementation of this ordinance. If the removed sign structure is one for which a state permit is required by state law, the applicant must surrender its permit to the state upon removal of the sign.
  3. In order to be considered eligible for replacement credit, general advertising sign or off-premise sign structures must contain no less than two 672 square foot sign panels or multiple sign panels with a combined panel area of 1,200 square feet. Multiple sign structures may be removed and counted for exchange if the sum of their sign panels is equal to or greater than 1,200 square feet.
  4. If the applicant complies with the permit requirements noted above, the city will issue a digital general advertising sign or off-premise sign permit for the designated outdoor advertising sign. A building permit shall only be issued once all the required sign structures are removed. This permit will allow a digital display to occupy 100 percent of the potential copy and graphic area. The designated sign must not be greater than 672 square feet, nor be located within 500 feet of a bona fide residence, nor be more than 70 feet in height as measured at road grade, be in full compliance with the Sign Ordinance Sections 714.02, 714.06, 714.07, 714.09 and meet all other requirements of Sections 12 and 13 of this ordinance. Except for the replacement of the sign face with the digital panel, and any associated structural improvements necessary and approved by the City of Marietta, the retrofitted legal non-conforming sign shall not be, moved, increased in size or height, or otherwise modified in contravention of this ordinance.

**13. A Digital/LED General Advertising Sign or Off-Premise Sign Shall:**

- a. Contain static messages only, and shall not have movement nor flashing on any part of the sign structure, design, or pictorial segment of the sign, nor shall such sign have varying light intensity during the display of any single message.
- b. Every line of copy and graphics in a digital display must be at least 15 inches in height. If there is insufficient room for copy and graphics of this size in the maximum allowable sign area, then no digital display is allowed.
- c. Digital Signs may not operate at brightness levels of more than 0.20 foot candles above ambient light levels as measured at the following distances:

SIGN SQ.	FEET DISTANCE
< 300'	150'
301' – 400'	200'
401' – 672'	250'

- d. The owner of said digital general advertising sign or off-premise sign shall arrange for an annual certification of the brightness showing compliance by an independent contractor and provide said certification to the City of Marietta.
- e. Each sign must have a light sensing device that will adjust the brightness of the display as the natural ambient light conditions change.
- f. No digital general advertising sign or off-premise sign shall be located within 5,000 feet of another digital general advertising sign or off-premise sign on each side of the road.
- g. The owner of said digital general advertising sign or off-premise sign may coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning emergency management information.
- h. The owner of said digital general advertising sign or off-premise sign shall provide to the City of Marietta information for a 24 hour contact able to turn off the electronic sign promptly after a malfunction occurs. If, at any time more than 50% of the digital display lights malfunction or are no longer working, the owner of said digital general advertising sign or off-premise sign shall make repairs to the sign within sixty (60) days or the sign will require removal.
- i. If the staff of the City of Marietta finds that the digital general advertising sign or off-premise sign exceeds the brightness specified in paragraph C above, the owner of the sign, within twenty four (24) hours of a request by the staff of the City of Marietta, shall reduce the intensity of the sign to be in compliance with this ordinance and provide said certification.

- j. Each sign must comply with all Georgia Department of Transportation rules and regulations applicable to Electronic Changeable Message Signs where not in conflict with this Ordinance.
  - k. A digital general advertising sign or off-premise sign existing on April 13, 2009 must comply with the operational standards listed above.
14. Unless allowed as part of an exchange agreement, new general advertising or off-premise sign structures located within 100 feet of the right of way of Interstate 75 may contain electronic message boards, LCD, LED or plasma panels or screens, or any similar electronic signage devices or technology, provided that such LED sign face shall be limited to 400 s.f. and the designated sign must meet all other requirements of this ordinance.
15. All variance requests seeking relief from these standards must be made to City Council. Application shall be made through the Department of Development Services.

**714.05 Special conditions**

There exist unique conditions that require greater diligence due to their ability to more greatly harm the public good by creating unsafe, unsanitary or unkempt conditions. As such, the City hereby imposes additional regulations and standards on the following types of signage. Unless otherwise noted, permits are required for all signs in this section.

A. *Shopping Centers.* In shopping centers and shared commercial buildings, individual tenants are entitled to wall, canopy and under canopy signage utilizing those standards noted previously in this section, calculated by tenant space. Individual tenants are not entitled to any detached signage on the premises, however, the property owner or manager may request one detached, monument based, sign for each property line which abuts public right-of-way provided the sign area is located at least 5 feet from any property line for a distance of at least 75 feet. The Public Works Director or his/her designee may require additional setback distances based upon site conditions. In instances where a shopping center has over 100,000 square feet of floor area and has multiple entrances, the property owner or manager may request one additional sign on a single road frontage, provided that both signs are located at entryways and that the entryways are located at least 300 feet apart. The maximum size of the sign shall be based upon the gross square footage of the shared center (exclusive of outparcels) as shown in Table I:

**TABLE I. DETACHED SIGNS STANDARDS FOR SHARED COMMERCIAL SPACE**

Size (sq. ft.)	Roadway Type*	Maximum Sign Height (ft.)	Maximum Sign Face (sq. ft.) **
< 50,000	Arterial	15	110
	Tier A***	8	110
	Collector/Industrial	10	70
	Local	8	40
50,000 to 100,000	Arterial	20	130

	Tier A***	8	130
	Collector/Industrial	10	80
	Local	8	50
> 100,000	Arterial	20	160
	Tier A***	8	160
	Collector/Industrial	15	120
	Local	8	60

- \* As defined on the Official Thoroughfare Map of the City
- \*\* Sign structures are limited to 100% of the allowable sign face
- \*\*\* As defined on the Official Zoning Map of the City.

- B. *Personal Expression Signs.* Personal expression signs are permitted within Single Family Residential districts provided that no sign may exceed 6 square feet in area or 4 feet in height and cannot be placed on a public right-of-way. Limited to 2 signs per lot. No permit required.
- C. *Gas Stations with Canopy Covering Pumping Area.* Gas stations that incorporate a canopy covering the pumping area may place signage along the canopy eaves. Such signage may be placed on no more than three sides and is limited to ten square feet per side. Signs forming an integral part of a gasoline pump do not require a permit.
- D. *Official State Emission Station.* Each official state emission station shall be allowed to display “Approved Authorized Station” sign indicating such status. Signs shall not exceed 36” by 48”. Wording shall include “State Approved Emissions Inspection,” with letters of a minimum of 4 ½ high, and shall specify if the station is “full time” or “appointment.” If the station is a full time station the hours and days of inspection shall be displayed. Such signs shall be displayed in accordance with O.C.G.A. 57-21-08 as amended from time to time. Such signs shall be mounted as a wall sign in accordance with section 714.04 B, or shall be located as a freestanding (detached) sign in accordance with section 714.04 E. All provisions of the “Georgia Motor Vehicle Emission Inspection and Maintenance Act” (O.C.G.A. 12-9-40 et seq.) shall be satisfied.
- E. *Temporary Signs.* Temporary signs shall be allowed in nonresidential districts and multi-family districts for a period not to exceed 30 consecutive days and are further limited to 60 total days annually at any location:
  1. Only one temporary sign may be displayed on a lot at a time.
  2. The permit number and expiration date shall be affixed to each permitted temporary sign.
  3. Temporary signs may only be located upon a building face that abuts a public street or designated access drive.
  4. Detached signage will not be permitted as temporary signs.
  5. In shopping centers and shared commercial buildings, individual tenants may be entitled to one temporary sign to be displayed on a building face which abuts a public street or designated access drive.

6. A permit must be obtained for all temporary signs.
7. Banners shall be subject to all dimensional standards that apply to wall signage and are only allowed as temporary signs.
8. Detached signage in conjunction with seasonal sales may be permitted from Nov. 15 - Jan. 1. Such signage shall be limited to 8 feet in height, 50 square feet in area and shall be located at least 12 feet from any property line.
9. Inflatable advertising device(s) greater than two (2) feet in diameter will only be permitted on roofs of buildings (less than 35 feet in height above the roof from its highest point). Approval from the Fire Department is required for any gas-filled figure.

**F. Weekend Subdivision Directional Signs (WSDS).**

1. Purpose. Many people travel to, from, and through the city on a daily basis. During the weekday rush hours when the majority of people on the roads are commuting to or from work, roads are often nearly beyond their capacity. Traffic hazards and distractions must be minimized. However, people at times need the benefit of directional signs to help find their destinations. Properly regulated, such directional signs may actually aid the flow of traffic while limiting the negative impact of such signs on the aesthetic qualities of an area. The following regulations recognize the difference in weekday and weekend traffic and are intended to promote and protect the health, safety, and welfare of the residents, visitors and businesses of the city, including the aesthetics of the community. Improperly located WSDS, advertising businesses, services, or products, are hereby determined to pose an immediate safety threat and traffic hazard to members of the public traveling on city roads.
2. Definition. WSDS are temporary signs providing directions to a residential subdivision offering new houses for sale. "New" is defined as houses located in a subdivision that has filed its final subdivision plat within two years of obtaining the permit for such temporary sign.
3. Permitting. All WSDS shall be required to obtain a permit per location. The permit shall be available thru the City's Department of Development Services and shall require at a minimum:
  - a. Property owner's permission to install the WSDS
  - b. Permit identification on sign. Each permit for a WSDS shall include a 24-hour contact number. Each WSDS must affix a permit sticker provided by the Department of Development Services.
  - c. Construction. WSDS shall not exceed four square feet of sign area and three feet in height and may be double-faced. WSDS shall be mounted on an independent single or double pole device. WSDS shall not be affixed in any manner to trees, natural objects, streetlight poles, utility poles, or other sign structures. WSDS shall be made of metal, plastic, laminated cardboard or some other durable and waterproof material. No sign shall be made of paper.

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- d. Location. There shall be only one WSDS for any given place, activity or event per 300 feet of road frontage, and within a three-mile radius of the ultimate location to which it provides direction. No WSDS shall be located closer than 14 feet from the back of curb or edge of pavement, or one foot behind the right-of-way, whichever ensures that the WSDS is not within the right-of-way.
  - e. Time allowed. WSDS shall be allowed from 3:00 p.m. on Friday to 11:59 p.m. on Sunday. It shall be the responsibility of the sign owner to remove all WSDS, including stakes, anchoring or pole devices, etc. prior to 11:59 p.m. on Sunday.
  - f. Expiration. Permits issued for WSDS shall expire 6 months from the date of issuance.
4. Enforcement and penalties.
- a. Violation deemed public nuisance. Any violation of this article is hereby declared to be a public nuisance. Improperly located signs or prohibited signs are hereby determined to pose an immediate safety threat and traffic hazard to members of the public traveling on city roadways.
  - b. Removal of signs without notice. The enforcement personnel or any other agent of the city having jurisdiction under the circumstances may remove or direct the removal of any sign in violation of this article without giving notice to any party, if such sign: (i) is upon the public right-of-way or upon other public property; (ii) poses an immediate threat to the life or health of any members of the public; or (iii) the sign does not have a permit and is in violation of this article. In the event that enforcement personnel remove or cause to be removed any sign under this section, criminal charges for such violation may be issued to anyone or combination thereof of the following: (i) to the owner of the sign; (ii) to the erector of the sign; (iii) to the property owner upon which such illegal sign is located; or (iv) to the person or to the business entity who procured the erection of the sign.
  - c. Any sign that is removed and confiscated by the enforcement personnel shall constitute evidence in any subsequent prosecution regarding the illegal sign. Each sign that is caused to be removed shall constitute a separate violation of this article.
  - d. Penalties. Violators are subject to penalties as identified in Section 714.07.H
- G. *Subdivision Entrance Signs.* Subdivision entrance signs may be freestanding monument signs or they may be incorporated into an entrance wall or fence. Such signs shall not exceed 8 feet in height, shall not have a sign face greater than 64 square feet, and shall be located at least 5 feet from any property line. The Public Works Director or his/her designee may require additional setback distances based upon site conditions. Permits are required for subdivision entrance signs.
- H. *Signs in Glover Park.* No additional signs, monuments or memorials shall be erected, authorized or permitted in Glover Park (The Marietta City Square). Any existing sign, monument or memorial in place prior to September 1, 1993 shall be permitted to remain,

provided it is not changed, modified or expanded. This section is adopted due to the space limitation of the Square and to allow citizens to enjoy the natural surroundings of the Square.

- I. *Vehicular Signs.* Vehicular signs shall conform to the following restrictions:
1. Vehicular signs shall contain no flashing or moving elements nor any other information than the name, location and phone number of the business.
  2. Vehicular signs shall not project beyond the surface of a vehicle in excess of four inches.
  3. Vehicular signs shall not be attached to a vehicle so that the driver's vision is obstructed from any angle.
  4. Signs, lights and signals used by authorized emergency vehicles shall not be restricted.
  5. Commercial vehicles with signs may not be parked within 50 feet of the public right of way in a manner as to serve as additional signage for the establishment, except when actively servicing a customer site.
- J. *Planned Office Park, Industrial Park or Residential Subdivision.* In a planned office park, industrial park or residential subdivision where right-of-way is dedicated to the City, signage in compliance with all other district regulations will be allowed in the right-of-way median, provided:
1. All such signs are shown on any submitted and amended plats.
  2. A permanent maintenance agreement acceptable to the city as approved by the City Council shall be filed with the Clerk of Superior Court at the time of the final plat indicating how the sign will be maintained, and that the sign may be removed by the City at the property owner expense if it is not maintained.
  3. All signs shall be located within a median on the main interior street within the development.
- K. *Single-Family Residential Zoning Districts.* Within single family residential zoning districts, those uses listed as permitted uses within such a district may incorporate wall signage subject to the following restrictions:
1. The number of building faces that may contain wall signage shall be equal to the number of property lines that abut public roadways for a minimum of 50 feet.
  2. No more than 10% of any wall face may contain wall signage with a minimum of 12 square feet allowed.
  3. No wall sign may extend above the parapet wall.
- L. *Places of assembly, parks and Cemeteries.* On parcels where places of assembly, parks and cemeteries are established on properties zoned R-1, R-2, R-3, R-4, RM-8, RM-10 or RM-12, freestanding (detached) monument signs are permitted provided such signs may not exceed 32 square feet in area nor 8 feet in height. For each property line that abuts public right-of-way for a distance of at least 75 feet, 1 freestanding (detached) monument sign is permitted

provided it shall be at least 12 feet from any property line. Such signs shall not be internally illuminated but may use external illumination to provide adequate visibility.

- M. *Nostalgic Signs.* Nostalgic signs shall not be considered pylon signs. Nostalgic signs are permitted in all commercial, office, industrial, and multi-family zoning designations as long as they are less than six (6) feet in height and have a sign face that is less than twelve (12) square feet.

#### **714.06 Prohibited signs**

- A. The following signs are prohibited in all zoning districts:
1. Pylon signs
  2. Signs, fliers, bills, posters, or any other such object placed upon or affixed to sidewalks, curbs, or public rights-of-way or any publicly owned building or structure, whether located within or outside of the public right-of-way. These signs shall be removed immediately upon notice by the Development Services Department. Any damage or defacement resulting from such prohibited placement shall immediately be repaired or otherwise corrected by the responsible party. For purposes of enforcement, the responsible party shall be deemed to be the party benefiting or intending to benefit from the advertisement, notice or message that is required to be removed.
  3. Signs attached to a fence, fence post, tree, tree trunk, street sign, or utility pole or painted on or otherwise attached to a rock or other natural objects.
  4. Signs, which emit sound, odor, or visible matter such as, smoke or vapor.
  5. Flashing or blinking signs, or signs using varying light intensity.
  6. Electronic message boards, signs that contain tri-vision panels or other changeable faces, LCD, LED or plasma panels or screens, or any similar electronic signage devices or technology.
  7. Rotating signs or animated signs involving motion of the body of the sign.
  8. Signs that advertise an activity that is illegal under local, state, or federal laws or regulations.
  9. Signs which are erected or maintained which obstructs any fire escape, any means of egress or ventilation, or which prevent free passage from one part of a roof to any other part thereof, or attached in any manner to a fire escape.
  10. Portable display signs or trailer display signs.
  11. General advertising or off-premise signs located on property which has an existing sign.
  12. Nongovernmental flags, pennants or other nonpermanent displays attached together or to a building, vehicle or other object by rope, string, wire or other device.
  13. Abandoned or dilapidated signs.
  14. Air and gas filled devices greater than two (2) feet in diameter, except as permitted under other provisions of this ordinance [see Sect 714.05(A.9)].
  15. Roof Signs or signs where a portion of the sign extends above the roof of the building where the sign is located.
  16. Signs in residential zones shall not be internally illuminated but may use external illumination to provide adequate visibility.

**B. Signs not to constitute a Traffic Hazard.**

No sign, noise emission or revolving beam or beacon of light shall be erected at any location where by reason of the position, shape or color it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. The Director of the Department of Development Services shall determine whether any such sign, noise emission, or illumination creates a hazard to the motoring public. Also, the Director of the Department of Development Services shall determine if any sign obstructs or impairs the sight of any vehicle operator. In all zoning districts, no sign or other obstruction to vision, except utility poles, light or street sign standards or tree trunks shall be permitted within 15 feet of the intersection of the right-of-way lines of streets, roads, highways or railroads.

**C. Non-conforming Signs.**

1. In those cases in which there exist more than one detached sign per property frontage, any signs which are non-conforming with respect to the requirements herein shall be removed within one year after the passage of this article, after which time they are declared to be illegal.
2. A non-conforming sign shall not be replaced by another non-conforming sign except that the substitution or interchange of poster panels, painted boards or demountable materials on non-conforming signs shall be permitted if the structure remains in place during said substitution or interchange, notwithstanding those signs described in subsection (A) above. Signs which represent a hazard to the public health, safety or welfare shall not be considered non-conforming nor derive any protection therefrom. Also, the substitution or interchange of poster panels, painted boards or demountable materials requires a sign permit from the Department of Development Services.
3. Minor repairs and maintenance of nonconforming signs such as repainting and electrical repairs shall be permitted. However, no structural repairs or changes in the size, shape, location, or design of this sign shall be permitted except to make the sign comply with the requirements of this article.
4. In cases where panel replacements or repair costs would exceed 50% of the replacement cost, the entire sign (in each case) shall be required to come into compliance with the City of Marietta Sign Ordinance. Except that, in the event that a nonconforming sign is destroyed wholly or in part by accidental or unintentional fire, flood or natural disaster, then said sign may be repaired or rebuilt, or a new sign may be built, on the same building footprint as the original sign. Even with this exception, a permit shall be required.
5. In cases where there are existing nonconforming signs on a parcel in which there will be a renovation of the primary structure exceeding 50% of its replacement cost or there is redevelopment of a vacant lot, the entire sign (in each case) shall be required to come into compliance with the City of Marietta Sign Ordinance.

**714.07 Compliance requirements**

**A. Administrative Variances.**

The Director of the Department of Development Services is hereby authorized to grant variances from the development standards of the sign ordinance, where, in his/her opinion, the intent of the ordinance can be achieved and equal performance gained by granting the variance. A fee of \$25 per standard varied shall be charged. The authority to grant such variance shall be limited to 10% of any development standard. In cases where the Director of the Department of Development Services has determined that there are extraordinary and exceptional conditions creating a substantial hardship to the applicant because of the size, shape or topography of the parcel an Administrative Variance can be granted to reduce the required setback by 50%. This Administrative Variance must also be approved by the Public Works Director to ensure that the structure is not inhibiting vehicular and pedestrian visibility of the road way.

**B. Sign Inspections.**

The Director of the Department of Development Services may require the building inspector or other city code enforcement officials to perform field inspections to determine that the display sign being erected, replaced, reconstructed, expanded, relocated, or used is being pursued in accordance with the Standard Building Code and all other applicable ordinances for which a sign permit has been issued. All freestanding (detached) signs require a site inspection by both the Department of Development Services and the Public Works Department.

**C. Notice of Violation.**

If any sign is erected or maintained in violation of any of the provisions of this article or other ordinances, the City shall have the power to give the owner thereof certified written notice of such violation. Said notice to include a brief statement of the particulars in which this article or other ordinances are violated and the manner in which such violation is to be remedied. If a sign has been registered with the City, notice to the registered owner or the person or firm receiving the permit shall be sufficient. If a sign has not been registered and the owner is not known, affixing of a copy of the notice to the sign, sign structure, or building for a period of five days shall be sufficient. If a sign owner cannot be found, the duty to perform corrections or removal of the sign will be upon the property owner on whose property the sign is attached. Permanent signs are allotted a period of ten days for removal. Temporary and/or portable display signs have five days for removal. All signs placed upon City property, including public right-of-way, may be removed immediately by any city employee or anyone under the direction of the City. In addition, citations may be issued immediately to either the party benefiting or intending to benefit from the advertisement and/or their agent.

**D. Unsafe and Unlawful Signs.**

If the City shall find that any sign is unsafe or insecure or has been constructed, erected or maintained in violation of the provisions of this article, it shall give written notice to the owner of record specifying particular violations and demanding their remedy, and the City may proceed with action as provided by law. The City may cause any sign that is an immediate peril to persons, property, or public safety to be removed without notice. The cost

of sign removal will be charged against the sign owner if known or against the property owner on which the sign is attached

1. Any signs, fliers, bills, posters, or any other such object illegally placed upon or affixed to the public right-of-way or any publicly owned building or structure, whether located within or outside of the public right-of-way. Aforementioned objects shall be removed immediately upon notice by the Department of Development Services. Any damage or defacement resulting from such prohibited placement shall immediately be repaired or otherwise corrected by the responsible party. For purposes of enforcement, the responsible party shall be deemed to be the party benefiting or intending to benefit from the advertisement, notice or message required to be removed.

**E. Abandoned Signs.**

Signs that advertise a discontinued product, place, activity, person, institution, or business are considered abandoned signs. These signs shall be removed within 30 days from the date of discontinuance. If such signs are not removed or brought into compliance with the City of Marietta Sign Ordinance within this time period, the City shall take steps, following proper notice (as listed in Division 714.07 Sections G and H), to have the signs removed. The Marietta Municipal Court may issue fines and/or orders in accordance with the Penalties section of this ordinance.

**F. Maintenance and Appearance of Signs**

1. All signs shall be maintained in good condition, so as to present a neat and orderly appearance. Neglected or dilapidated signs shall be manifested by the following: rust or holes on or in the sign or sign structure, or broken, missing, loose or bent parts, faded or flaking paint, nonoperative or partially nonoperative illuminating or mechanical devices or missing letters in sign copy. Neglected and dilapidated signs are prohibited as listed in section 714.06. The Director of the Department of Development Services may cause to be removed after due notice any sign which shows gross neglect or becomes dilapidated.
2. The department shall give the owner ten days written notice to correct the deficiencies or to remove the sign or signs. If the owner refuses to correct the deficiencies or remove the sign, the department may take steps, following proper notice (as listed in Division 714.07 Sections G and H) have the sign removed at the expense of the owner. The Marietta Municipal Court may issue fines and/or orders in accordance with the Penalties section of this ordinance.

**G. Enforcement.**

Any violation of the provisions of this article which continues after proper notice by any person, agent, or tenant who has control over any sign located on property on which the sign is located is hereby deemed in violation of this article. The Director of the Department of Development Services or any law enforcement officer of the City is hereby authorized and directed, upon discovery of any violation of any provision of this article, to issue a citation for the violator or violators to appear before the appropriate court on a day and time certain to answer to the charges. Nothing herein contained shall prevent the City from taking such other lawful action as is necessary to prevent or remedy any violation.

#### H. Penalties

1. Any person who violates this article or fails to comply with this any of its requirements shall, upon conviction thereof, be fined up to \$1,000 for each violation and/or imprisoned for not more than six months, or both, and in addition shall pay all costs and expenses involved in each separate offense. The Marietta Municipal Court may issue an order requiring the removal of any sign in violation of this ordinance. If business or property owner fails to comply with a removal order within 10 days of court hearing, City of Marietta staff shall remove the illegal sign. The cost of sign removal will be charged against the sign owner or property owner if known or a lien shall be placed against the property on which the sign is attached. Except for a different violation, each day such violation continues shall be considered a separate offense. Nothing herein contained shall prevent the City of Marietta from taking such other lawful action as in necessary to prevent or remedy any violation, as mentioned in section 718.08 of the Marietta Zoning Ordinance.
2. Penalties for the first violation of this code section shall be a minimum fine of \$100. The penalty for second violations of the same provisions of this code section by the same owner or tenant shall be a minimum fine of \$500. Third or repeat violations of the same provisions of this code section by the same owner or tenant shall be punished by a minimum fine of \$1,000.

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**714.08 Downtown Marietta Sign District**

A. *District Identified.*

The Downtown Marietta Sign District shall be delineated as that area shown on the Official Historic Map of Marietta as defined in section 7-8-8-020. It will be deemed unlawful for any person to place, erect or maintain any sign display case of any type other than publicly maintained street and directional signs, within the special sign district except as provided for in this article.

B. *Permit Requirements.*

Any property owner, tenant, agent, or contractor must obtain a permit from the Department of Development Services prior to the erection, replacement, reconstruction, or relocation of a sign after approval by the Marietta Historic Board of Review. Said permit shall be required for all signs, except those specifically exempted within this ordinance and shall be subject to the requirements set forth in Section 714.02.

C. *Marietta Historic Board of Review.*

The Marietta Historic Board of Review created in Article 7-8-8 shall:

1. Establish guidelines for colors and design of signs that can be approved without review by Marietta Historic Board of Review.
2. Review and approve all applications for signage within the Historic District.
3. Grant variances and designate such conditions in connection therewith to those regulations for the Downtown Marietta Sign District set forth herein where strict application of such regulations would result in practical difficulty or unnecessary hardship; but only in harmony with the spirit and intent of these regulations and in such manner as to grant relief without substantial injury to the public interest and rights. Any person aggrieved by the decision of the Marietta Historic Board of Review regarding the grant or denial of a variance may appeal to the Board of Zoning Appeals by filing a written notice of appeal with the Marietta Historic Board of Review within 10 days from the date of the decision.

D. *Restricted Signs.*

All signs in the Downtown Marietta Sign District shall comply with section 714.06 of this ordinance. In addition, the following signs are not permitted within the Downtown Marietta Sign District unless permitted by the Marietta Historic Board of Review:

1. Temporary banners, pennants and streamers across road rights-of-way, except flags, and banners of the United States or any other official political entity.
2. Signs erected on or located on any street or public right-of-way, curbs, curbstone, hydrant, lamppost, trees, barricade, temporary walk, public fence or on a fixture of a fire alarm or public system except public directory and information signs.
3. Signs painted directly on the exterior walls or windows of a building or structure not including graphic design.
4. Signs with revolving or rotating beams of light.
5. Roof mounted signs.

6. Off-premise or separate use signs.
7. Signs placed upon a structure in any manner so as to disfigure or conceal any window opening, door or significant architectural feature or detail of any building.
8. Free standing or detached signs.

E. *General Regulations.*

One principal use sign (either a wall sign or projecting sign) shall be permitted for each business establishment. Where a business fronts on more than one street or pedestrian walkway providing public access, one principal use sign for each such frontage shall be permitted; provided that the maximum sign area shall be computed for each individual street. If the linear frontage per public street exceeds 200 feet, one additional sign shall be permitted for each additional 100 feet of street frontage or a fraction thereof. Additionally, supplemental identification signs, not exceeding an aggregate sign area of three square feet, shall be permitted adjacent to each entrance of the principal use. Such identification signs shall be limited to providing the trade name or logo of the establishment, and shall be mounted or attached flat against the building. For the purpose of calculating the area of supplemental identification signs, the area of any sign attached to, the interior of a glass window or door shall not be included.

F. *Regulation by Sign Type.*

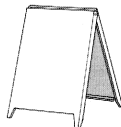
1. *Wall signs.* Maximum size shall not exceed 15% of the square footage of each principal building front. Wall signs shall not extend above the parapet wall of the buildings or extend within three feet of the property line or common building line nor project out from the building facade more than 15 inches. The total permissible sign area for a single business may not exceed 15% of the building's facade and may be incorporated within wall, canopy, building identification, projecting or window signage provided that in aggregate, they do not exceed the 15% limit. No sign attached to, or painted upon, the interior glass window or door shall be included in the calculation of the 15% allowable area.
2. *Awning or canopy signs.* Canopy signs may not extend above the parapet wall and shall maintain a clear height of 10 feet above the ground level while being securely fastened by metal supports to the building surface to meet all applicable building codes. Permissible sign area shall be calculated the same as wall signage and shall be considered inclusive of the total wall sign area allowance.
3. *Under canopy signs.* In addition to other signs, one sign attached to the underside of the canopy or awning shall be permitted for each principal entrance providing access. The display area of such sign shall not exceed 6 square feet per sign face. Signs shall be at least 8 feet above the sidewalk and 1 foot from the outer edge of the canopy.
4. *Projecting signs.* Are permitted one square foot of display area per sign face per linear foot of frontage occupied by each principal use; provided that a maximum sign area of 45 square feet shall be permitted per sign face for each projecting principal use sign allowed. The outer edge of a projecting sign shall not extend more than 5 feet from the building to which it is attached. The height of a projecting sign shall not extend above the parapet

- wall of the building and the lowest point shall be at least 8 feet above the established grade.
5. *Marquee signs.* A motion picture theater marquee sign may be extended to the leading edge of a marquee if located on a marquee existing on the adoption date of this article; however, the total sign area of such sign shall not exceed a total of 90 square feet. No additional permit shall be required where a sign is affixed to or part of such marquee in accordance with this article until such marquee is replaced, remodeled, or altered. New or remodeled signs shall not extend farther than 8 feet from the facade of a building nor exceed a sign area of 45 square feet. The height of a new or remodeled marquee sign shall not extend above the parapet wall of the building, and the lowest point of the marquee sign shall not be less than 8 feet above the established grade.
  6. *Building identification sign.* Building identification signs shall be permitted along each building facade. The maximum aggregate size of such signs shall not exceed an area of 75 square feet.
  7. *Temporary signs.* Temporary signs shall be permitted through the Department of Development Services provided that:
    - a) Exterior temporary “sale, rent, lease” or promotional signs shall be located on private property and may not exceed 50% of that permitted for a principal use fascia sign.
    - b) No temporary sign shall be erected for a period exceeding 30 days after which, a certificate of approval from the Marietta Historic Board of Review is required.
    - c) All temporary signs shall have the date it is first displayed written in the lower right hand corner.
  9. *Non-conforming signs.* A non-conforming sign may be continued provided that:
    - a) The sign shall be maintained in good condition.
    - b) A non-conforming sign shall not be structurally altered except in conformance with the provisions of this article.
    - c) A non-conforming sign shall not be reestablished after damage exceeding 50 percent of the current replacement costs.
  10. *Discontinued use or illegal signs.* All signs shall be removed within 15 days from the date a principal use is terminated, relocated, or discontinued or the sign is deemed illegal by section 714 of this ordinance. If such signs are not removed within this time period the City shall enforce the penalties as provided in section 714.07.
  11. *A-frame signs.* A-frame signs shall be permitted by the Director of the Department of Development Services or the City Manager upon a City sidewalk or within any City rights-of-way according to the following conditions:
    - a) An application for a sign permit shall be made to the Department of Development Services on a form deemed appropriate by the Department Director and must be approved annually. The applicant shall be notified of the decision on the issuance or denial of the permit not later than 30 days after the filing of a complete application.
    - b) The sign must be within 10 feet of the front door of the place of business.
    - c) Each storefront is allowed one sign and in no case shall a business be allowed more than one sign.
    - d) The location of the sign must not block or restrict passageway along the sidewalk to less than four feet in width or block the ingress/egress to any building. In areas of

- congested pedestrian activity, a wider pedestrian path shall be required for the protection and welfare of the public. If the location of the sign is determined to be detrimental to the health, safety or welfare of the general public, the sign permit shall be denied, suspended or revoked and the sign shall be immediately removed from the public right-of-way.
- e) The sign is limited to a maximum area of 10 square feet and a maximum height of 4 feet.
  - f) The sign must be adequately weighted and shall not be illuminated, animated, or electrically powered in any way. Signs must be made of durable materials designed to withstand exterior conditions.
  - g) The sign is allowed only during the advertising entity's business hours and must be moved inside when the business is not open.
  - h) The City Manager or designee is authorized to remove the sign without prior notice and without cause and within the sole discretion of the City of Marietta. The City shall not have any liability regarding the removal of such sign. The owner of the sign shall execute a Release and Indemnity Agreement in favor of the City of Marietta, shall provide the City with a copy of the liability insurance policy in an amount not less than \$1,000,000.00 and such policy shall show the City as an additional insured.

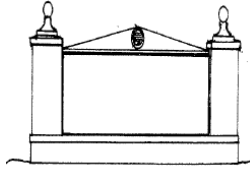
#### **714.09 Definitions**

1. *Sign*: Any structure, part thereof, or device attached thereto or painted or represented thereon or any material or thing, illuminated or otherwise, which displays or includes any numeral, letter, word, model, banner, emblem, insignia, device, trademark or other representation used as or in the nature of an announcement, advertisement, direction or designation of any person, group, organization, place, commodity, product, service, business, profession, enterprise or industry which is located upon any land or any building or upon a window. The flag, emblem or other insignia of a nation, government unit, educational, or charitable organization, as well as any other place of assembly, shall not be included.
2. *Sign, A-frame*: A detached, movable sign which has two (2) display areas, hinged on top, and an interior angle not to exceed sixty (60) degrees or less.
  - i. Example:

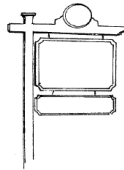


3. *Sign, abandoned*: Any permitted sign or sign structure which was erected on a premises in conjunction with a particular use which has been discontinued for a period of 30 days or more, or a permitted temporary sign for which the permit has expired.
4. *Sign, animated*: A sign with action or motion with moving characters or flashing colors which require electrical energy, including wind actuated elements, such as flags or banners. This term does not include time and temperature or revolving signs.
5. *Sign, banner*: Any sign with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, plastic, or fabric of any kind with only such material for backing.
6. *Sign, building identification*: A wall sign used to identify or indicate the name of a building.

7. *Sign, canopy*: A sign imposed upon or painted on any roof-like structure either permanently or temporarily extended over a sidewalk or walkway, which can be mounted flush or suspended.
8. *Sign, changeable copy*: A sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or surface of the sign.
9. *Sign, construction*: A temporary sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors or similar artisans, and the owners, financial supporters, sponsors, and similar individuals or firms having a role or interest with respect to the structure or project.
10. *Sign, detached*: A permanent sign affixed to the ground which is wholly independent of any building for support. This term includes portable display signs.
11. *Sign, digital off-premises*: Electronic signage that uses LED (Light Emitting Diode) screens, plasma panels, or any similar electronic signage devices or technology as the digital display sign where content is displayed as an image.
12. *Sign, dilapidated*: Any sign which in the City's reasonable opinion is structurally unsound, has defective parts, or is in need of painting or maintenance.
13. *Sign, directory*: A sign containing information relative to the location, distance to, entrance to, and exit from structures, or convenient for visitors coming on the property, including signs marking entrances and exits, parking areas, circulation direction, rest rooms, and pick up and delivery areas, or land use activities.
14. *Sign, event*: A temporary sign advertising private sales of personal property such as "house sales," "garage sales," "rummage sales" and the like or private not-for-profit events such as picnics, carnivals, game nights, art and craft shows and Christmas tree sales.
15. *Sign, face*: The part of a sign that is or can be used for the display of any graphics, letters, numerals, or characters including any background material, panel, trim, color, or illumination that differentiates the sign from a façade or sign structure.
16. *Sign, flashing*: A sign, the illumination of which is not kept constant in intensity at all times when in use, and which exhibits sudden or marked changes in lighting effects including message boards or similar technology.
17. *Sign, freestanding*: Any sign supported by a sign structure secured in the in the ground and which is wholly independent of any other support.
18. *Sign, general advertising*: A detached sign which has a sign area greater than 250 square feet.
19. *Sign, illuminated*: A sign illuminated directly or indirectly by gas, electricity or other artificial light including reflective or fluorescent light.
20. *Sign, internally illuminated*: Any sign which has light transmitted outward through its face or any part thereof.
21. *Sign, marquee*: A projection sign attached to a roofed structure of a building which may project over public or private sidewalk or rights-of-way.
22. *Sign, monument*: Any sign that is self-contained and permanently attached to the ground that is wholly independent of any building or other structure. The sign must be a solid structure. No open spaces which allow a direct line of sight from 1 side of the sign to the other are permissible in the area beneath the highest point of the sign face.
  - a. Example:



23. *Sign, nonconforming*: Any sign that does not meet the requirements of this Division.
24. *Sign, nostalgic*: Any decorative sign made of wood, wrought iron, or similar material which contains one decorative post that has an arm that extends from the arm or any sign that has two decorative posts, not exceeding the height of the two posts.
- a. Example:



25. *Sign, off-premises*: Any sign located or proposed to be located at any place other than within the same platted parcel of land on which the specific business or activity being identified on such sign is itself located or conducted. For purposes of this article, easements and other appurtenances shall be considered outside such platted parcel of land and any sign located or proposed to be located in an easement or other appurtenance shall be considered an off-premises sign.
26. *Sign, on-premise*: Any sign the content of which relates to the premises on which it is located, referring to the name, location, products, persons, accommodations, services or activities of or on those premises, or the sale, lease, or construction of those premises, or conveying any other message regardless of whether said message relates to the premises where the sign is located.
27. *Sign, permitted*: Any sign for which a permit has been issued by the City of Marietta Planning and Zoning Department.
28. *Sign, personal expression*: A detached sign located on private property containing non-commercial messages of the property owner. Obscene messages are prohibited.
29. *Sign, political*: Any sign used in connection with political campaigns or civic non-commercial health, safety and welfare campaigns.
30. *Sign, portable display*: A mobile/temporary, electrical or non-electrical changeable copy sign that is mounted on a trailer type frame with or without wheels or skids or portable wood or metal frame and not permanently attached to the ground.
31. *Sign, projection*: A sign which is attached to the building wall and which extends more than 18 inches from the face of such wall.
32. *Sign, pylon*: Any freestanding sign which rests upon a pylon or pole.
33. *Sign, real estate*: A temporary sign advertising the sale, or lease of the property on which it is located.
34. *Sign, real estate directional*: A sign which conveys directions to a specific property for sale or lease, such as a real estate development, residential subdivision, apartment or condominium, home for sale, apartment for rent, or any other property for sale or lease.

35. *Sign, roof*: A sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the point of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof or the deck line of a building with a mansard roof.
36. *Sign, temporary*: A display, informational sign, banner, or other advertisement device with or without a structural frame, not permanently attached to a building, structure or the ground and intended for a limited period of display, including real estate signs, accessory temporary window or display case signs, and decorative displays for holidays, or public demonstrations. This definition does not include portable display signs.
37. *Sign, trailer*: Any sign mounted on wheels and that may be moved from one location to another.
38. *Sign, vehicular*: Any sign on an operable vehicle or any vehicle parked temporarily, incidental to its principal use for transportation. This definition shall not include signs which are being transported to a site for erection.
39. *Sign, wall*: Any sign attached to or erected against a wall which is an integral part of the building, and projects no more than 18 inches from the wall of the building. Such a sign may be constructed without constituting an encroachment into a required side or front yard setback line. A single face sign which is in any manner attached or fixed flat to an exterior wall of a building or structure. Individual letters in addition to the "box type" (i.e., letters and symbols on an attached backing) sign may also be installed.
40. *Sign, window*: A sign affixed to or displayed within 1 foot of a window in any manner so as to be visible from a public right-of-way.
41. *Sign area*: The entire face of a sign, its supporting structure and all wall work including illuminated tubing incidental to its decoration. In the case of an open sign made up of individual letters, figures, or designs attached directly to the building or standard the space between such letters, figures or designs shall be included as part of the sign area. When a sign has parallel sides or where the interior angle formed by the faces is less than 45°, the sign shall be considered double-faced. The calculation for a double-faced sign shall be the area of one face only. The copy area of all "V" or "L" shaped signs with an internal angle of greater than 45° shall be considered as a single face. If the faces of a double-face sign are of unequal area, the area of the sign shall be taken as the area of the larger face.
42. *Sign clearance*: The vertical distance from the established finished grade of the sidewalk or ground to the lower edge of a sign.
43. *Sign height*: The distance in vertical feet from the grade of the road or the grade of the sign location, whichever is higher, to the highest point of the sign area.