

## SECTION 7

### SIGNS

#### Sec. 7-1 General Provisions.

All signs within Chatham County shall be erected, constructed, or maintained in accordance with the provisions of this Section.

#### Sec. 7-1.1 Traffic Safety.

No sign shall be erected in Chatham County that:

- a. Obstructs the sight distance at an intersection or along a public right-of-way;
- b. Would tend by its location, color, or nature to be confused with or obstruct the view of traffic signs or traffic signals by motorists or pedestrians;
- c. Uses admonitions such as “stop,” “go,” “slow,” “danger,” etc., which might be confused with traffic directional signs.

#### Sec. 7-1.2 Shielding of Separate Use Signs.

Any separate use sign within 100 feet of any residential zoning district which is illuminated shall be shielded in such a manner as to prevent direct rays of light from being cast into any residential premise.

#### Sec. 7-1.3 Illumination.

Illumination devices such as, but not limited to, flood or spot lights shall be so placed and so shielded as to prevent the rays or illumination therefrom from being cast into neighboring dwellings and approaching vehicles.

#### Sec. 7-1.4 Minimum Design Loads.

Signs or other structures shall be capable of withstanding horizontal loads as required by the Chatham County Building Code.

#### Sec. 7-1.5 Exposed Sign Area.

The exposed area of a sign shall, by definition, include the total area of all parts of the sign including the structural framing. In assuming or determining the

pressure on any sign, the wind shall be assumed to be blowing from the direction which will produce the maximum stress.

Sec. 7-1.6 Historical Site, Structure, or Monument.

Freestanding or projecting signs, not associated with a historical site, structure or monument will not be permitted within 100 feet of any historical site, structure, or monument.

Sec. 7-1.7 Sign Permits - When Not Required.

- A. The following signs do not require a sign permit provided, however, said signs are subject to the provisions of Sec. 7-1 - General Provisions:
- (1) One sign, not to exceed an area of two square feet, for (a) each residential use indicating a resident's name and street address of the premises, and (b) for a permitted professional activity.
  - (2) One non-illuminated principal use sign, not exceeding three square feet in area, located on a nonresidential principal use, and if freestanding located entirely on private property.
  - (3) Historic markers and legal notices not exceeding 16 square feet in area.
  - (4) Display signs not exceeding 32 square feet in sign area and used in connection with political campaigns or a locally sponsored civic, cultural, health, safety, or welfare campaign, provided that all such signs shall be removed within 14 days of the conclusion of an event or campaign. Such signs shall be located on private property.
  - (5) Names of buildings, date of erection and commemorative tablets, when cut into any masonry surface and made a permanent and integral part of the building.
  - (6) Memorial signs and tablets or historic plaques not to exceed two square feet in size.
  - (7) Bulletin boards for public, charitable, educational, or religious institutions not to exceed 15 square feet; provided such sign is located on the premises of said institution. Such sign shall be placed flat against the principal use structure or not less than five feet from any property line.

- (8) Signs identifying the architect, engineer, developer or contractor when placed on a site under construction, alteration or removal, not to exceed 16 square feet when located within any zoning district with the word "Residential" in the district nomenclature; or not to exceed 32 square feet when located within zoning districts which are not designated as residential districts, unless specifically regulated to be larger based on State or Federal legislative or administrative requirements. All such signs shall be removed from the site within seven days after completion of the project.
- (9) One temporary non-illuminated estate sign advertising only the sale, lease or rental of the premises or property upon which said sign is located, or one non-illuminated sign indicating that a building is open for public inspection. For the "Residential" zoning districts, such signs shall not exceed six square feet in sign area; except, where multi-use establishments are involved, then such sign may be increased in size to 16 square feet. Such signs shall be placed no closer than five feet from the street right-of-way line or shall be attached to the principal use structure. For the nonresidential zoning district(s), such signs shall not exceed 32 square feet in sign area, and shall be placed no closer than ten feet from the street right-of-way line or shall be attached to the principal use structure. All such signs shall be removed within seven days after the property has been sold, leased, or rented.
- (10) One non-illuminated sign for every 100 feet of frontage when advertising the sale of farm products grown or produced on the premises in any zoning district wherein an agricultural use is permitted; provided, that such sign shall not exceed 12 square feet in area and shall be at least 100 feet from the nearest corner of a street, road or highway intersection and at least five feet from the nearest property line.
- (11) Window signs on or within windows relating to the business conducted within; or to nonprofit civic or charitable organizations provided that in either case, no greater than ten percent of any window area is utilized for such signs.
- (12) Signs in conformance with public traffic sign standards directing traffic movement onto a premise or within a premise, and orientational signs not exceeding two square feet in sign area for each sign when displayed on private property for the purpose of direction or convenience, including signs identifying restrooms, freight entrances and the like. Directional signs on the surface of flat paved areas are exempt from these standards.

B. The following signs do not require a sign permit, and are not subject to the provisions of Sec. 7-1 - General Provisions:

- (1) Signs regulated by the Manual on Uniform Traffic Control Devices (MUTCD) and located within a street or road right-of-way.

Sec. 7-1.8 Reserved.

Sec. 7-1.9 Temporary Signs.

Except for temporary real estate signs, a temporary sign shall not remain in place for a period exceeding 60 days in a calendar year.

Sec. 7-1.10 Projection of Signs.

No sign, including marquees, shall extend beyond a line projected vertically from a point two feet from the edge of the paving or driving surface of a vehicular way or from a point two feet back from a public right-of-way, whichever is the most restrictive.

Sec. 7-1.11 Signs Within Public Rights-of-Way.

No sign except those installed and maintained by a governmental unit or agency shall be permitted within a public street or road right-of-way.

Sec. 7-1.12 Area of Principal Use and Separate Use Signs.

The sign area of principal use and separate use signs shall not exceed 1,200 square feet. In the case of double-faced or V-type signs, the sign area of each shall not exceed 1,200 square feet.

Sec. 7.1.13 Clearance.

Signs projecting from a wall shall be not less than 10 feet above the finished grade of the sidewalk.

Sec. 7-2 Sign Permits - Required.

No sign, except those listed in Sec. 707, shall be erected, hung, or placed or structurally altered without a permit from the Zoning Administrator.

Sec. 7-2.1 Application for a Sign Permit.

Application for a permit to erect a sign shall be made to the Zoning Administrator. An applicant for a sign permit shall submit, in addition to other information, a plan showing the proposed height of the sign, the setback of the sign, the method of

illumination, and other information needed to show compliance with the requirements of Sec. 7. The plan for separate use signs shall also show the distance to the nearest separate use sign which is on the same side of the street as the sign for which application is being made.

Sec. 7-3 Sign Standards.

The following standards shall apply for all signs erected, placed, hung, constructed, or maintained after the adoption of this Section of the Zoning Ordinance.

A. Sign Clearance and Height. The provisions of Section 3-7 of this code, "Vision Clearance at Intersections," shall apply within 20 feet of an intersection of any rights-of-way where vehicular traffic is likely.

(1) Setback for Freestanding and Projecting Sign. No portion of a projecting or freestanding sign shall be located within two (2) feet, as measured horizontally, of a street right-of-way line; provided further that no such sign shall be located within ten (10) feet, as measured horizontally, from the edge of the pavement or driving surface of any public or private road, drive, land or vehicular access easement. No portion of such sign shall be less than ten (10) feet above a pedestrian way, or less than fifteen (15) feet above an area used for vehicular access to ingress, egress, park or circulate in any area where vehicular traffic is legally permitted.

(2) Maximum Height for Freestanding Sign. Freestanding signs shall not exceed the following heights as measured above ground level according to the following street and zoning classifications:

**TABLE I**

<b>Freestanding Sign Heights</b>			
<b>Zoning Classification<sup>3</sup></b>	<b>Maximum Sign Heights<sup>1</sup> (In Feet)</b>		
	<b>Secondary and Major Arterials</b>		
	<b>Class<sup>I</sup> Streets<sup>2</sup></b>	<b>Class<sup>II</sup> Streets<sup>2</sup></b>	<b>All Other Streets</b>
Conservation (C), Residential (R) zones and RB-1 zones <sup>4</sup>	20	15	6
	25	20	15
Institutional zones (I-P)	25	20	15
Business zones (RB-1, B-N and B-N-1)	40	25	20
	40	25	20
Agricultural and Business zones (B-C, B, B-1, B-2, and A-T)	As shown on the Approved Site Plan		
Industrial and Manufacturing zones (I-L, W-I, I-H, and M)	As shown on the Approved Site Plan		
P and PUD zones	As shown on the Approved Site Plan		

<sup>1</sup>Where a frontage road or other access street separates a sign from a street of greater classification, the standards for the greater classified street shall apply. A freestanding sign shall not exceed 20 feet in height where it fronts into or is located adjacent to a residential (R) or institutional (I-P) zoned district or a conservation zone (C).

<sup>2</sup>See Street Classification Map, Subsection (Q).

<sup>3</sup>For the purpose of this chapter of the Zoning Regulations, residential “R” zoning districts include all district that begin with the letter “R” except for the RB-1 zoning district as set forth in Section 4-5.2 of the Zoning Regulations.

<sup>4</sup>Where a sign fronts into a single-family dwelling or “R” zoned lot, the maximum height shall also be 6 feet for Class I and Class II streets and the sign shall be designed as a monument sign with indirect lighting, if the sign is to be lighted.

- (3) Fascia and Projecting Sign. Fascia and projecting signs shall be erected only on the signable area of the structure. A fascia sign may extend for not more than two feet above a flat roof or parapet wall where the majority of the height of the sign is located below the roofline or parapet wall. However, a fascia sign may be attached to a hip or mansard type roof provided the location of the sign should be restricted to the roof area between the base of the roof and one-half the distance to the peak of the roof.
  - (4) Roof Mounted Signs. A roof mounted principal use sign attached to and extending above the roof of a building or structure shall be permitted in lieu of a permitted projecting or freestanding sign in the B and B-C business zoned districts and in the I-L and I-H industrial zoned districts provided such sign shall not extend more than six feet above the surface or peak of the roof. The maximum size area for a roof-mounted sign shall not exceed the sign area for a permitted projecting or freestanding sign for the zoning district in which such roof sign is located.
- B. Illuminated Sign. Illuminated principal use signs shall be of an enclosed lamp, neon, or indirect light source. The use of reversed silhouette or “cut-out” letters shall be required for all internally illuminated signs of greater than ten square feet in area, within residential; institutional, and RB-1 business zoning districts or in other business where such sign fronts into or is adjacent to the above districts.
- C. Restricted Sign. The following signs are not **allowed** unless specifically permitted as a Temporary Sign:
- (1) Banners, pennants streamers, flags **balloon or other inflatable object, pinwheel, rotating flood light, and similar attention getting device.**
  - (2) Portable, folding, and similar movable signs. Such signs include any sign that is not permanently attached to the ground or to a building or structure.
  - (3) A sign erected or located on any street or public right-of-way, curb, curbstone, hydrant, lamp post, trees, barricade, temporary walk, telephone, or telegraph, or electric light pole other utility pole, public fence, or on a fixture or a fire alarm or police call box except publicly erected directory and information signs.
  - (4) Signs with revolving or rotating beam of lights.
  - (5) Flashing signs, running lights, illuminated signs with moving parts,

and electronically controlled sign faces and messages except as follows:

- a. Signs used exclusively to convey public service messages such as time and temperature or as allowed under Sec. 7-3(B) "Illuminated Sign" standards for certain principal use signs or under Sec. 7-3D(3).
- b. [Reserved.]
- c. A separate use sign that can be changed at intervals by an electronic mechanical process or a sign using light emitted diodes (LED) shall only be permitted with the following restrictions.
  1. The message must not change displays over a period of not less than ten (10) seconds, with all moving parts or illumination moving or changing simultaneously; and the sign cannot display any illumination that moves, appears to move or changes in intensity during the static display period. No auditory message or mechanical sounds may be emitted from the sign. Further, any such sign shall contain default design that will freeze the sign on one (1) position if a malfunction occurs.
  2. Such sign shall only be allowed with the B, B-C, I-L and I-H zoning districts.
  3. Each sign structure shall have no more than one (1) digital display per direction with a maximum of two (2) signs per structure. Further, no cut out shall be permitted. Images shall be confined to the digital sign face.
  4. All digital signs shall be modulated so that from dawn to dusk, the brightness shall not be more than 7,500 NITS (Candles per square meter). From dusk to dawn, the brightness shall not be more than 350 NITS.
  5. New locations for signs under this subsection (as opposed to conversions of existing signs) shall not be permitted within 250 feet of a residential zone. Conversion of existing signs, whether conforming or nonconforming, to a sign permitted under this subsection shall not be permitted within 150 feet of a

residential zone. The minimum distance between digital billboards shall be 5,000 feet on the same side of the street and 1,250 feet on the opposite side of the street. Distances shall be measured pursuant to the requirements of Section 7-3(L)(8)(g) herein.

6. Such signs shall be permitted only along four (4) lane or more arterial roadways as defined in Section 7-3(L) herein.
7. Such signs shall not be permitted inside the boundaries of any locally designated Historic District or Property or any Historic District as defined by the National Historic Register.
8. Such signs may be ordered modified by the County Manager or his designee based solely on accident statistics and/or reports which demonstrate a causal connection between increased accident levels and signs permitted under this section.
9. One (1) new digital billboard face will be permitted within unincorporated Chatham County when a number of existing nonconforming billboards within unincorporated Chatham County that correspond to a ratio is removed. The ratio shall be two and one-half (2.5) square feet of existing nonconforming billboard face space for every one (1) square foot of digital billboard face to be erected. Nonconformity shall be determined by applicable sections of this Ordinance. Final approval for new billboard faces shall not be granted until the number of nonconforming billboard faces are removed and certified by the County Manager or his/her designee. The petitioner shall be required to meet all other requirements of the County Code, unless otherwise permitted herein.
10. Each digital billboard shall have information attached identifying the agent or agency responsible for its construction and maintenance and the permit number issued by the Zoning Administrator for such sign.

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- (6) Exceptions: The following Temporary Signs, whether or not they contain written messages or images, may be allowed**

**subject to the listed conditions:**

- a. A single flag or single emblem or other insignia of an educational, charitable or religious group or individual nation or a multiple number of individual governmental units. In addition, a single non-governmental flag, not exceeding a size of 5'x8' when displayed on a flag standard of 20 feet or less in height, and bearing only a registered trademark, logo, or a non-commercial statement, shall be allowed in any zoning district on the same parcel of the subject principal use.**
  
- b. A Banner, pennant, streamer, flag, balloon or other inflatable object, pinwheel and similar attention getting device may be allowed within any B-C, B, M, I-I and I-H district (but not within a National Register Historic District) subject to the following conditions:**
  - 1. Such signage may be permitted for a period of not greater than 30 days per quarter nor greater than 60 days per calendar year; provided, the signage is not situated on a lot located across a collector or minor street right-of way from a residential zoning district or a dwelling unit or is not located within 75 feet of a residential structure on either side of the proposed sign location along any street.**
  
  - 2. Such signage which occupies the same premises for more than thirty consecutive days or more than sixty (60) days out of any consecutive twelve-month period shall be considered a principal use sign, announcement sign, or supplemental identification sign according to the function and use of the sign as defined herein and thereafter shall comply with the standards for such signage as set forth in this chapter or the sign shall be removed.**
  
  - 3. Such signage shall not exceed the maximum height or size allowed for Principal Use Freestanding Signs in the zoning district it is proposed to be located within, as specified in Sections 7-3 A (2) herein; provided further, that such signage shall not be located less than ten (10) feet from any property line or street right-of-**

way now within the twenty (20) foot visual clearance zone of any vehicular way unless authorized by the County Traffic Engineer.

4. Only one (1) non-illuminated such sign may be permitted for the facade of each principal use structure or one such freestanding sign may be permitted for each 150 linear feet or fraction thereof per street frontage for each parcel at any given time.
  5. Such freestanding signage shall be located only along an arterial or collector street or along a minor street if no residentially zoned property or dwelling is located within 75 feet of such sign.
  6. Subject signage shall be located only along an arterial or collector street or along a minor street if no residentially zoned property or dwelling is located within 75 feet of such sign.
  7. An application for such signage shall be made to the County Zoning Administrator. The permit fee shall be as set forth in the Chatham County Revenue Code.
  8. A permitted Temporary Sign shall display a decal issued by the County Zoning Administrator. The decal shall be affixed to the sign as directed by the Zoning Administrator so as to be visible to the passing public.
- c. A Public Event Temporary Sign may be allowed on any public land, park or right-of-way subject to a permit being authorized by the County Manager, or his/her designee. Such Public Event Temporary Sign may be allowed subject to the following:
1. Only one (1)-flashing sign shall be permitted for each street frontage. Such sign shall not be located within any street or public right-of-way or within twenty (20) feet of the edge of any travel way, unless otherwise approved the County Manager or his designee.

2. The display area of the sign shall not exceed thirty-two (32) square feet.
  3. The sign shall be located along a collector or arterial street.
  4. The sign shall be located on the same lot or parcel of land where such annual or special event is to be held.
  5. The sign shall not be erected on the premises more than 7 days before and two days after an event and shall not be located on the premises for the County Manager.
  6. Such signs shall not be placed on a property more than 60 (sixty) days in any one (1) calendar year.
  7. Organizers of a special event open to the public and sponsored by an eleemosynary or philanthropic institution or bona fide public or nonprofit institution or organization may be allowed by the County Manager, or his/her designee, to maintain a sign on public lands for a longer period than 30 (thirty) consecutive days or 60 (sixty) days per calendar year provided, the sign is maintained in good order and is permitted for a special public event of a longer than usual duration. Such sign shall not be erected over any street, land or highway of the County with any insignia or printed or written letters or pictures; nor shall a banner be attached to any tree or utility pole within the unincorporated limits of Chatham County unless the sign is erected by and removed by the County staff.
- d. The Zoning Administrator may permit a portable sign in any zoning district for the purposes of announcing an annual or special event open to the public and sponsored by an eleemosynary or philanthropic institution or bona fide public or nonprofit institution or organization subject to the following conditions:
1. Only one (1) nonflashing sign shall be permitted, any such sign shall not be located within any

**street or public right-of-way or within twenty (20) feet of the edge of the pavement.**

- 2. The display area of the sign shall not exceed thirty-two (32) square feet.**
- 3. The sign shall be located along a collector or arterial street.**
- 4. The sign shall be located on the same lot or parcel of land where such annual or special event is to be held.**
- 5. The sign shall not be located on the same premises for more than thirty (30) days in any one (1) calendar year.**

D. Announcement Sign Requirements. Announcement signs shall be permitted as follows:

- (1) Announcement signs attached flat against the building shall be permitted for each entrance or exit; provided such signs shall be restricted to emergency information, business hours, credit cards honored, or incidental information related to the business. Individual letters may be attached directly to the face of the building, window, or door.
- (2) The aggregate area of announcement signs per entrance or exit shall not exceed four square feet of display area. Provided, however, licensed establishments serving food or drink may have one additional four square foot announcement sign for each principal entrance for the purpose of displaying menus and/or entertainment provided therein.
- (3) Uses in all B, B-1, B-2, B-N, B-N-1, B-C, RB-1, I-P, T-B, M, P-S-C, W-I, I-L and I-H zoned districts and in C-A districts which front a collector or arterial street shall be permitted one stationary freestanding announcement sign per street frontage. The announcement sign may be attached to and in combination with a principal use freestanding sign. Where the announcement sign is located as a separate freestanding announcement sign, such sign shall not extend more than five feet in height above the established ground level. Announcement signs shall be permitted one square foot of area for each foot of lot frontage occupied by the principal use; provided, however, such announcement sign shall not exceed the sign area standards set forth in

Table II-Announcement Sign Area.

Announcement signs shall be further limited by the following standards:

- (a) Electronically controlled copy shall not be changed more than once per 24 hours.
- (b) Copy shall not be animated, revolve, flash or have running lights.
- (c) The brightness of any such permitted sign shall not exceed 30 foot candles at any point on the sign face.

<b>Table II: Announcement Sign Area</b>		
<b>Maximum Size<sup>1</sup> (Square Feet)</b>		
Class I Streets <sup>2</sup> 50	Class II Streets <sup>2</sup> 40	All Other Streets 32

<sup>1</sup>Where a sign is to be displayed adjacent to, fronting into, or located across the street from, an R zoning district, the maximum size of such sign shall be 32 square feet and the illuminated display area shall be of a muted tone. Where a corner lot exists and only one such announcement sign is to be erected to serve both street frontages, the maximum size for such sign may be increased 33%.

Service stations shall be permitted additional announcement signs for each “pump island,” provided such signs are attached to the “pump island.” The aggregate area of such announcement signs shall not exceed 12 square feet for any one “pump island.”

<sup>2</sup>See Street Classification Map for Principal Use Signs, Subsection (Q).

E. Awning or Canopy Sign. One awning or canopy sign attached to the underside of a canopy or awning shall be permitted for each principal pedestrian entrance providing public access. The display area of such sign shall not exceed six square feet per sign face. Signs shall not be less than eight feet above a pedestrian way and shall not be less than one foot from the outer edge of the canopy. In addition, letters or symbols not to exceed ten inches in height indicating use, address, or an exit or entrance, may be painted, stenciled, or otherwise applied directly to any awning.

- F. Marquee Sign. A marquee sign shall only announce existing or future entertainment events or attractions. Marquee signs shall not extend more than eight feet from the facade of a building nor exceed one square foot of sign area per linear foot of frontage per street; provided, however, such sign shall not exceed 90 square feet in area or more than 45 square feet per theater or principal use within the structure, whichever is greater. The height of a 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 ten feet above the established grade.
- G. Building Identification Sign. Building identification signs shall be permitted along the signable area of each building facade. The maximum size of such sign shall not exceed an area of one-half square foot per linear foot of building; provided, however, that the size of such sign along a single facade shall not exceed an area of 30 square feet within residential (R) zoning districts, nor 90 square feet in all other zoning districts.
- H. Area Identification Sign. One area identification sign which may be of double face design noting the name of a subdivision or residential complex shall be permitted at each principal vehicular entrance. The sign shall not exceed 30 feet in area excluding architectural embellishments or decorative signs support structures nor extend more than five feet above the established ground level. The location of the sign shall be approved by the County Engineer. For Planned Districts and Planned Unit Development Districts, the size and location of such identification sign shall be approved by the Planning Commission.
- I. Principal Use Sign. For each nonresidential use, two principal use signs, one of which may be a freestanding or a projecting sign, shall be permitted.
- (1) Facia Sign. Facia signs, attached to the principal use building, shall be permitted two square feet of display area per linear foot of principal building frontage; provided, however, such sign area shall not exceed the standards set forth in Table III - Maximum Sign Area.
- (2) Freestanding and Projecting Sign. Freestanding and projecting signs shall be permitted one (1) square foot of sign display area per linear foot of lot frontage occupied by the principal use; provided, however, such sign area shall not exceed the standards set forth in Table III - Maximum sign Area. However, two (2) freestanding principal use signs may be permitted within B-C, B, I-L, W-I, M and I-H zoning districts, if the use occupies a frontage of seven hundred (700) feet or greater along a Class I street.

For determining the permitted sign area for a projecting or freestanding sign for each principal use where more than one principal use occupies the same lot or tract of land, the lot frontage for each such use shall be in proportion to the building frontage occupied by such multiple uses.

The following formula shall be used to determine maximum signage where two or more uses occupy the same parcel of lot:

A = Building frontage for each use.

B = Total building frontage occupied by various uses.

C = Total lot frontage.

D =  $\frac{C}{B}$  (Factor to be utilized in determining maximum B size sign for each use).

E = (Maximum size projecting or freestanding sign for each principal use) = A x D.

Unless erected on the same sign standard in conformance with this section, the minimum distance between such freestanding sign located on the same lot shall be 30 feet.

- (3) Maximum Sign Area. The maximum aggregate sign area of principal use signs shall not exceed the standards as set forth in Table III - Maximum Sign Area.

**TABLE III  
MAXIMUM SIGN AREA FOR PRINCIPAL USE SIGNS**

Location	Maximum Aggregate Sign Area for Facia Signs by Street Classification <sup>3</sup>			Maximum Size Area for Projecting or Freestanding Signs by Street Classification <sup>3 &amp; 6</sup>			Maximum Projection of Outer Sign Edge for Projecting or Freestanding Signs
	Class <sup>1</sup> Streets <sup>7</sup>	Class <sup>1</sup> Streets <sup>7</sup>	All Other Streets	Class <sup>1</sup> Streets <sup>7</sup>	Class <sup>1</sup> Streets <sup>7</sup>	All Other Streets	
RB-1, C and R zoning districts <sup>2</sup>	32	24	16	24	16	10	5 Feet
I-P zoning districts <sup>2</sup>	75	50	40	48	36	24	6 Feet
B-N and B-N-1 zoning districts <sup>2</sup>	200	150	100	60	48	36	6 Feet
All other business zoning districts (including the A-T districts) <sup>1, 4 &amp; 5</sup>	300	250	200	125 <sup>5</sup>	75	60	15 Feet
I-L, I-H and W-I industrial zoning districts and M district <sup>1, 4 &amp; 5</sup>	300	250	200	125 <sup>5</sup>	75	60	15 Feet
P and PUD districts	As shown on the Approved Site Plan						

<sup>1</sup>In addition to the above maximum principal use sign size requirements, one additional square foot of facia sign area per two linear feet of building frontage shall be allowed for each two linear feet of building frontage greater than 100 feet along one street within the B-C, B, A-T, M and industrial zoning districts.

(For example, a use on a Class II Street in a B-C district having 150 feet of building frontage would net an additional 25 square feet of sign area for a facia sign C i.e.,  $150 - 100 = 50$ . Fifty divided by  $2 = 25$ :  $25 + 250 = 275$ .)

<sup>2</sup>Within the C, RB-1, I-P, B-N and B-N-1 zoning districts where such sign is to be located across the street from a business zoned district which permits a large sign area, the maximum sign area for a sign located on a Class II Street may be increased to the maximum sign permitted for a sign fronting a Class I Street.

<sup>3</sup>Where a frontage road or other access street separates a sign from a street of greater classification, the standards for the greater classified street shall apply.

<sup>4</sup>Where such sign is to be located adjacent to or across the street from an R, RB-1, or I-P district, the sign standards established for the B-N and B-N-1 district shall apply.

<sup>5</sup>Business' uses, which provide large open retail sales lots such as new car sales or heavy equipment sales may increase the area size by 35 square feet within B-C, B, I-L, W-I, M, and I-H zoning districts. Such business uses which occupy 700 feet or more of street frontage along a Class I street may further increase the sign area size by one (1) foot for every linear foot of frontage in excess of 200 feet to a maximum of 525 square feet of total signage area for both signs, provided that neither sign: (1) Exceeds 300 square feet in area; (2) Is located within 100 feet of another principal use sign, (3) Is located within 300 feet of an adjoining side or rear yard property line; (4) Is located within 300 feet of a separate use sign on the same side of the street; or (5) Is located within 35 feet of the street right-of-way if such sign exceeds 125 square feet in area.

<sup>6</sup>A decorative base or structural support for a sign shall not be included in determining the area of the sign.

<sup>7</sup>See Street Classification Map for Principal Use Signs, Subsection (Q).

- J. Supplemental Identification Sign. In addition to the principal use sign, supplemental identification signs, not exceeding an aggregate sign area of eight square feet, shall be permitted. Provided that for uses in the I-P, RB-1 and all the nonresidential zoning district, one additional square foot of supplemental sign area per two linear feet of building frontage shall be allowed, for each two linear feet of building frontage greater than 30 feet along one street, up to a maximum aggregate sign area of 25 square feet. Such identification sign shall be limited to providing the trade name or logo of the establishment and services provided on the premises, and shall be mounted or attached flat against the building.

K. Directory Sign. Signs identifying the name of the development, multi-use activities within shopping centers, office complexes or apartment complexes, shall be permitted subject to the following standards:

- (1) One sign shall be permitted for the first 200 feet of frontage or a fraction thereof and one additional such sign shall be permitted for every additional 200 feet of frontage contained in the development
- (2) The location of such sign shall not create a hazard or conflict with the movement of pedestrian or vehicular traffic and shall be set back at least 20 feet from any street or driveway intersection or shall be erected flat against a principal building.
- (3) The sign shall be permitted one-half square foot of sign area for each foot of lot frontage provided such sign shall not exceed 250 square feet or 12 square feet per use, whichever is greater. Within any R zoning district, including the RB-1 district, and the I-P zoning district, such signs shall not exceed an area of 60 square feet or an area of 12 square feet per use, whichever is greater.
- (4) A maximum of one sign per establishment or use shall be permitted per directory sign face, and only the official logo or principal name of uses within the development shall be erected on the directory sign, in addition to the name of the overall development.
- (5) No additional freestanding sign shall be permitted on the same lot or tract of land where a directory sign is provided and available for each principal use.

L. Separate Use Sign.

- (1) Where Permitted. Separate use signs are permitted only in the zoning district identified in Section 4-5.2, Use (39) of the "B" and "I" Use Schedule. Further such signs shall only be permitted on a site, which abuts a street classified as a collector or arterial roadway. Separate use signs along roadways identified on the Street Classification Map No. 2 of Chatham County shall also comply with the "projected" and "restricted" roadways provisions of this section.
- (2) Signs Along Interstate Highways. Separate use signs oriented to an Interstate Highway shall be limited to three (3) signs per roadway frontage per interchange quadrant with said signs being restricted to an area twelve hundred (1,200) feet long, beginning five hundred (500) feet from the point where the pavement commences or ceases to widen at exits from or entrances to the main traveled way, as measured to accommodate the longest

entrance or exit ramp. Such signs shall be either 12' x 50' (600 square feet) or 14' x 48' (672 square feet) in size, provided there are no cutouts or extensions. Such signs shall be in compliance with Georgia D.O.T. standards and Georgia law. Further, such signs shall be a minimum of five hundred (500) feet apart at their nearest points and except as provided for above, no separate use sign shall be located within six hundred and sixty (660) feet of an Interstate Highway right-of-way.

(3) Signs Along Protected Roadways.

Separate use signs shall not be permitted within six hundred and sixty (660) feet of the right-of-way of a Protected highway except where such sign is oriented toward the travel way of a parallel or nearby collector or arterial street and the sign, including the sign standard, is blocked from view from the travel way of the Protected roadway by a pavement structure.

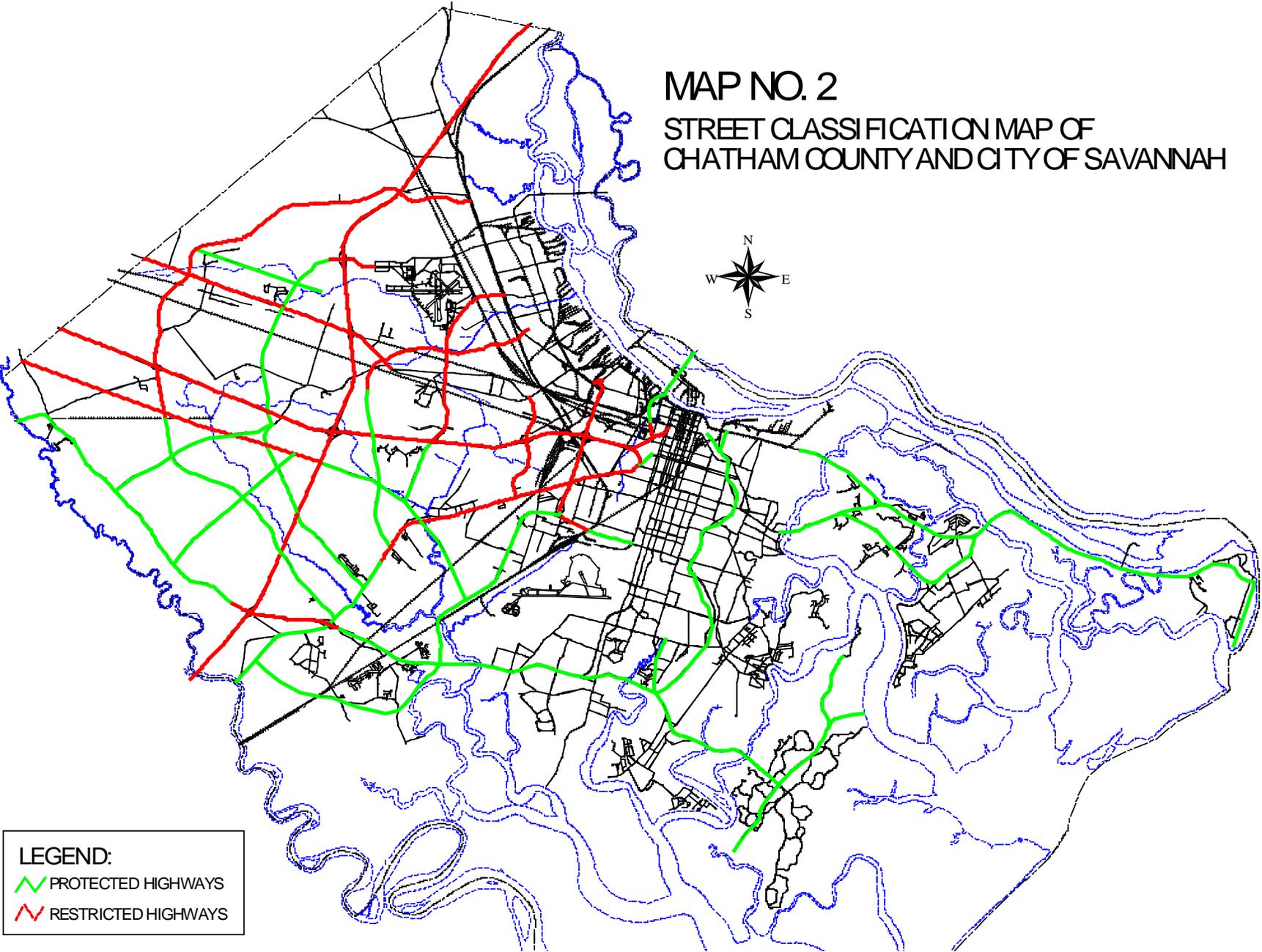
(4) Signs Along restricted Roadways (other than Interstate Highways).

Separate use signs shall not be permitted within six hundred and sixty (660) feet of the right-of-way line of a restricted roadway except as provided for in section (5) below. Provided, however, a separate use sign shall be permitted where such sign is oriented toward the travel way of a parallel or nearby collector or arterial street and the sign, including the sign standard, is blocked from view from the travel way of the restricted roadway by a permanent structure.

(5) Signs Within a Signable Quadrant. Separate use signs shall be permitted within a signable quadrant subject to the following conditions:

- a. The property is zoned to allow separate use signs.
- b. All design standards and separation requirements for separate use signs are complied with.
- c. No more than three (3) separate use signs shall be permitted within each signable quadrant of the intersection.
- d. The signs do not violate the Interstate and Protected roadway provisions of these regulations.

**MAP NO. 2**  
**STREET CLASSIFICATION MAP OF**  
**CHATHAM COUNTY AND CITY OF SAVANNAH**



**LEGEND:**  
✓ PROTECTED HIGHWAYS  
✓ RESTRICTED HIGHWAYS

- (6) Signs Within Overlapping Signable Quadrants. Where the signable quadrant of an Intersection overlaps one or more other signable quadrants, no separate use sign shall be permitted which would increase the number of such signs within any one quadrant above three (3), even where such sign(s) would otherwise be permitted.
- (7) Sign Area and Separation. Except as provided for elsewhere herein, the maximum panel size and minimum distance required between separate use signs are as set forth in the following tables. Separate use sign panels shall not be stacked one above the other. Where multiple sign panels are permitted, the sign structure shall contain no more than two (2) sign panels facing in any one (1) direction.

**Maximum Copy Area and Minimum Spacing for Separate Use Signs<sup>1</sup>  
(Height x Length)\***

a. Maximum copy area

<b>Zoning District<sup>2</sup></b>	<b>Fronting on an Arterial Street</b>	<b>Fronting on a Collector Street</b>
B-N, P-I-L-T	12' x 25'	6' x 12'
B-C	12' x 25'	12' x 25'
B, B-1, T-B	14' x 48'	12' x 25'
I-L, I-H	14' x 48'	12' x 25'
M	14' x 48'	12' x 25'
<sup>1</sup> Advertisement copy shall be maintained in good appearance or be removed.		
<sup>2</sup> Where located within 100 feet of a B-N zoned district, or a more restrictive zoning district, the copy area shall not exceed the standards set forth for the B-N business zoned district.		
<b>NOTE:</b> Temporary cutouts or extensions shall be allowed in all 10.5' x 36' and 14' x 48' posters; provided, however, that in no event shall the cutout or extension exceed 20% of the area of the sign face.		

**Maximum Copy Area and Minimum Spacing for Separate Use Signs<sup>1</sup>  
(Height x Length)\***

b. Minimum spacing between separate use signs<sup>2</sup>

<b>Poster Panel Size</b>	<b>Separation of Same Side of Street-3</b>	<b>Separation of Opposite Side of Street-4</b>
One 12' x 25' (300 square feet)	500 Feet	200 Feet
One 10.5' x 36' painted sign (378 square feet)	750 Feet	250 Feet
Two 12' x 25' side-by-side signs (600 square feet)	750 Feet	250 Feet
One 10.5' x 36' painted sign (Not to exceed 250 square feet with cutouts)	750 Feet	250 Feet
One 14' x 48' (672 square feet)	750 Feet	375 Feet

<sup>1</sup>Provided where a B district fronts into an I-L or I-H district, the standards of the I-L and I-H districts shall govern.

<sup>2</sup>Measured in a straight line from sign post to sign post.

<sup>3</sup>Signs on the same side of a street shall mean signs located along the right-of-way of the same street and the poster panels for such signs are positioned for the purpose of conveying an advertisement or message to such street. Except for a single 12' x 25' poster panel, which shall be separated by at least five hundred (500) feet from all other signs, the distance between signs shall be seven hundred fifty (750) feet; provided, however, signs located within the same quadrant of an at grade street intersection but front different streets shall be not less than one hundred (100) feet apart; and further provided, where a separate use sign is positioned for the purpose of conveying an advertisement or message to a street which is not at grade with the street being served by another separate use sign, the minimum separation shall be not less than fifty (50) feet. Signs located along an Interstate Highway shall comply with subsection (L)(2) and (9)(c) of this chapter.

<sup>4</sup>Except for a single 12' x 25' poster panel, which shall be separated by at least 200 feet from all other signs, and for 14' x 48' signs, which shall be

separated from each other by at least three hundred seventy-five (375) feet, the distance between all other signs shall be two hundred fifty (250) feet. Signs located along an Interstate Highway shall comply with subsection (L)(2) and (9)(c) of this chapter.

(8) Additional Design Standards.

- a. Separate use signs shall be freestanding unless otherwise approved by the Metropolitan Planning Commission. Sign support shall not consist of wooden material. Such support(s) shall be uniformly painted or covered with other protected coatings as approved by the Director of Inspections and shall be constructed from a metal material with no more than two (2) upright support poles. No portion of the supporting structure shall be visible above any advertising display area.
- b. A separate use sign may be constructed so as to provide back-to-back poster panels facing opposite directions.
- c. Separate use signs shall be constructed so as to comply with Section 7-1.4 "Maximum Design Loads."
- d. Separate use signs shall be located so as not to obstruct the visual display of any principal use sign.
- e. Separate use signs shall be constructed so as to provide a wood, metal, or plastic framing around the leading edge or face of the sign, or other protective edge with a painted border on the face of the sign in lieu of framing. Such framing or painted border shall be not less than two (2) inches in width for signs with seventy-two (72) square feet or less in area, and not less than six (6) inches in width for signs greater than seventy-two (72) square feet in area. However, a separate use sign consisting of more than one (1) removable panel and greater than three hundred (300) square feet in area shall not be required to provide such framing, protective edge or painted border.
- f. Separate use signs shall be located not less than five hundred (500) feet from a school, church, public building, or historically rated building, as measured from the nearest corner of such structure; or not less than five hundred (500) feet from an historic site, park, playground, cemetery, or other place of public assembly, as measured from the nearest property line.

- g. Separate use signs shall be not less than seventy-five (75) feet from the property line of any property located within a residential or institutional zoned district as set forth in Section 4-5.1 "Provisions Regarding Use in C Districts and R Districts;" or not less than one hundred (100) feet from a permitted residential use located in a non-residentially zoned district as set forth in Section 4-5.2 "Provisions Regarding Use in B and I Districts;" provided, that where a separate use sign fronts into or is directly across the street from a zoning district or use as defined above, such district shall be not less than one hundred forty-five (145) feet from the property line.

The above distances shall be measured from the nearest edge of the poster panel to the nearest property line of any property located within a residential or institutional zoned district, or to the nearest foundation of a permitted residential use located in other than a residential or institutional-zoned district.

(9) Height.

- a. The lower edge of separate use sign panels shall be a minimum of fifteen (15) feet above the grade at the base of the sign.
- b. Height of separate use signs permitted along Non-Interstate Highways. The upper edge of separate use sign panels located along collector or arterial streets or highways (excluding interstate highway) shall be no more than fifty (50) feet above the grade at the base of the sign. Provided, however, that where a sign faces a ramped or elevated street or highway, the height requirement may be extended to not more than fifty (50) feet above the driving surface of such street or highway, but in no case shall the overall height of such sign extend more than seventy (70) feet above the grade at the base of the sign.
- c. Height of separate use signs permitted along Interstate Highways. The maximum height of separate use signs located adjacent to Interstate Highways shall be 70 (seventy) feet above the driving surface of such highway.

- d. The MPC may approve a sign which does not comply with these height requirements on a finding that it would not:
1. Result in an adverse effect on an adjacent land use;
  2. Unnecessarily require the removal of or block the view of trees and landscaping features;
  3. Obstruct a building facade, a principal use sign, or a natural vista;
  4. Be contrary to the public purposes to a degree lesser than the standard replaced.

Provided however, that in no instance shall the lower edge of a sign panel be less than fifteen (15) feet above the ground where vehicular traffic may traverse under the sign panel, nor less than ten (10) feet where pedestrian traffic may traverse under the sign panel.

- (10) Maintenance. Separate use signs together with their supports, braces, guys, and anchors shall be kept in good repair. Copy area shall be repaired or replaced periodically to maintain a good appearance. No copy area shall be left without copy or sign panels for a period of greater than 45 days. All trash and unused materials shall be removed from the area by the sign owner.
- (11) Identification. Each separate use sign shall have attached a legend identifying the agent or agency responsible for its construction and maintenance. The legend shall set forth the permit number issued by the Department of Inspection for such sign.
- (12) More Restrictive Ordinance. Nothing in this part shall be construed to abrogate or affect any lawful ordinance, regulation, resolution, or State and Federal law, which is more restrictive than this part.
- (13) Street Classification Map No. 2 for Separate Use Signs. The attached street classification map for separate use signs shall apply for the purpose of this chapter in determining "protected" and "restricted" roadways. The street classification map for separate use signs is attached hereto and made a part hereof and bears the designation "Street Classification Map No. 2 of Chatham County and City of Savannah" with the signature and seal of the Clerk of Commission, is hereby adopted and approved and becomes a part of the zoning map of Chatham County as an "overlay" thereon.

- M. Directional Sign. One sign not to exceed four square feet in area not to extend more than five feet in height above the established ground level shall be permitted at each vehicular entrance or exit designating the directional flow of traffic into and from the property occupied by a principal use. The sign area of such sign may be increased by one square foot for each additional 50 feet of lot frontage above 100 feet up to a maximum sign area of 12 square feet. Directional signs shall be free of any advertisement except for identifying the principal use served by such signs. Location of directional signs shall be approved by the County Engineer.
- N. **Reserved**
- O. Nonconforming Sign. Signs which existed prior to the adoption of this section and which do not meet the provisions of this section shall be deemed nonconforming. Such signs except for portable signs may continue subject to the following conditions:
- (1) The sign shall be maintained in good condition.
  - (2) A nonconforming sign shall not be structurally altered except in conformance with the provisions of this section.
  - (3) A nonconforming sign shall not be reestablished after damage exceeding fifty (50) percent of the current replacement cost as determined by the Director of Inspections. After such damage, the owner of said sign shall bring the sign into conformance with the provisions of this section of the zoning ordinance or shall remove the sign.
  - (4) When a principal use existing at the time of adoption of this section of the zoning ordinance changes to a different principal use, all nonconforming signs that existed on the premises prior to such change of use shall be brought into conformance with the provisions of this section of the zoning ordinance or shall be removed.
  - (5) Where an existing separate use sign structure is nonconforming as a use or does not conform to separation distances between signs or with setback distances or with height, size or number of panels required by the ordinance in the district in which the sign is located, then such sign may be repaired or replaced provided the following conditions shall be met:
    - a. Maintenance repairs only shall be permitted.

- b. Repairs to sign structures which have deteriorated or been damaged to the extent of seventy-five (75) percent of the sign structure must be replaced shall be defined as a replacement and shall meet the requirements for replacement of nonconforming signs.
- c. A nonconforming sign structure may be replaced on the same lot or parcel of land on which it was located provided it shall comply with the height, size, number of panels, and other design standard requirements for conforming signs and provided further that replacing the sign on the lot or parcel of land shall not violate the sign separation distance requirements and the setback requirements of this chapter to a greater degree than the sign that is being replaced.

P Discontinuance of Portable, Folding and Similar Movable Signs.

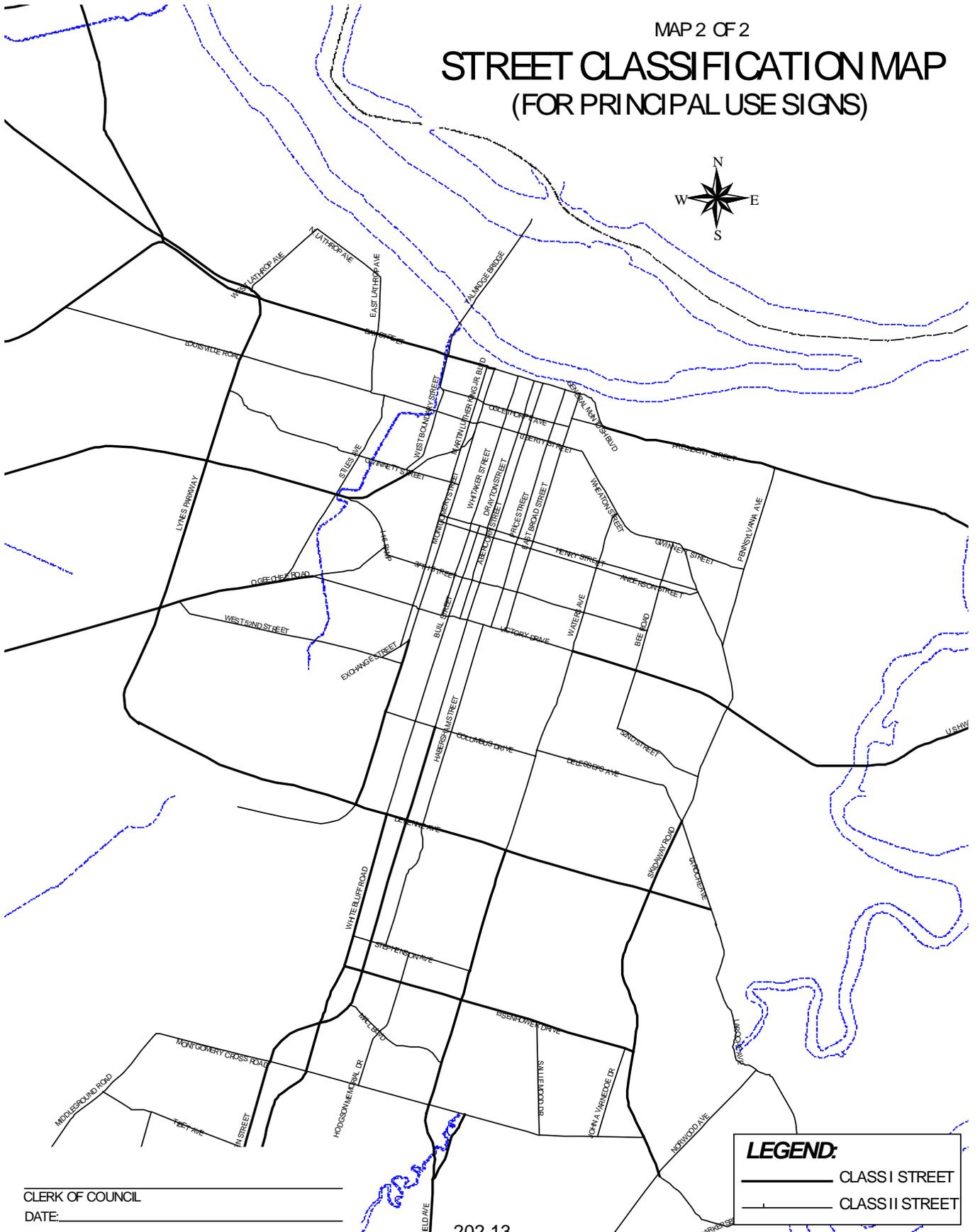
Within eighteen months of the adoption of this section of the zoning ordinance all portable, folding and similar movable signs as defined in Section 7-3 C(2) shall be removed unless a temporary sign permit for such sign has been issued by the Department of Inspections. Any such portable, folding or similar movable sign existing on the date of the adoption of this section of the zoning ordinance that becomes permanently attached to the premises must meet all requirements and standards of this section.

Q. Street Classification Map for Principal Use Signs - Purpose. The following Street Classification Map shall apply for the purpose of this chapter in determining the maximum size and height for principal use signs fronting major and secondary streets as set forth in Subsections A(2) Freestanding Signs, D(3) Announcement Signs and I(3) Principal Use Signs.

R. Street Classification Map for Principal Use Signs. The Street Classification Map for Principal Use Signs as provided herein, which is attached hereto and made a part hereof and bears the designation "Street Classification Map for Principal Use Signs" with the signature and seal of the Clerk of the Chatham County Commissioners, is hereby adopted and approved and becomes a part of the Zoning Map for Chatham County as an "Overlay" thereon.



MAP 2 OF 2  
**STREET CLASSIFICATION MAP**  
 (FOR PRINCIPAL USE SIGNS)



CLERK OF COUNCIL \_\_\_\_\_  
 DATE: \_\_\_\_\_

**LEGEND:**

	CLASS I STREET
	CLASS II STREET