

ORDINANCE NO. 10-10

AN ORDINANCE TO AMEND CHAPTER 5, ARTICLE IX, OF THE CODE OF ORDINANCES CONCERNING SIGNS AND ADVERTISING STRUCTURES BY REDESIGNATING THE EXISTING SIGN ORDINANCE AS DIVISION 1 AND CREATING A NEW DIVISION 2 OF ARTICLE IX, A SIGN OVERLAY DISTRICT FOR CERTAIN PROPERTIES LOCATED WITHIN THE GENERAL COMMERCIAL ZONING DISTRICT AND HAVING FRONTAGE ON COVINGTON HIGHWAY.

WHEREAS, signs play an important role in the business and economy of the City but also pose a traffic safety hazard, may disrupt the aesthetics of the City, and have the potential to damage the public investment in streets and highways; and

WHEREAS, reasonable time, place, and manner regulations on the display of signs within the City are necessary in order to promote industry and commerce, and to provide for orderly and reasonable display of advertising for the benefit of all its citizens; and

WHEREAS, the Board of Mayor and Commissioners has determined that that property zoned General Commercial (GC) and located along Covington Highway presents a unique set of conditions that may be distinguished from all other commercially zoned property within the City because of increased roadway capacity in terms of design, size and speed; and

WHEREAS, the Board of Mayor and Commissioners has determined that it is in the public interest to create a "Covington Highway Sign Overlay District" in order to provide for special regulations that will allow appropriate signage dimensions and types within the District and encourage economic development that fits the character of the roadway while protecting the character of the City.

NOW THEREFORE, BE IT ORDAINED BY the City of Avondale Estates, as follows:

SECTION 1. The Avondale Estates Signs and Advertising Structures Ordinance, having been approved on 9/27/10 and being Ordinance No. 10-08, is hereby designated in its entirety as Division 1 of Article IX, Chapter 5 of the City's Code of Ordinances.

SECTION 2. The document entitled "CITY OF AVONDALE ESTATES COVINGTON HIGHWAY SIGN OVERLAY DISTRICT ORDINANCE" attached hereto and consisting of two (2) pages is hereby adopted as new Division 2 of Article IX, Chapter 5 of the City of Avondale Estates Code of Ordinances.

SECTION 3. The document referred to in Section 2 is hereby made public record and shall be maintained by the City Clerk as such and made accessible to the members of the general public at City Hall during normal business hours.

SECTION 4. This ordinance shall become effective upon its adoption.

First Reading: 10/25/10

Second Reading: 11/15/10

Third Reading: 12/13/10

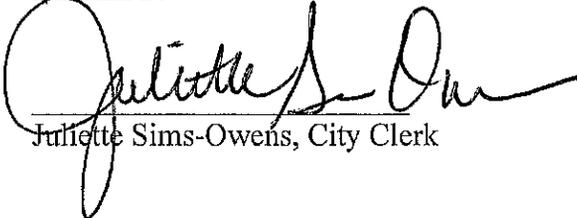
ADOPTED THIS 13th DAY OF December, 2010.

**BOARD OF MAYOR AND COMMISSIONERS
CITY OF AVONDALE ESTATES, GEORGIA**



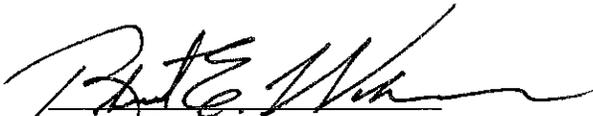
Ed Rieker, Mayor

ATTEST:



Juliette Sims-Owens, City Clerk

APPROVED AS TO FORM:



Robert E. Wilson
City Attorney

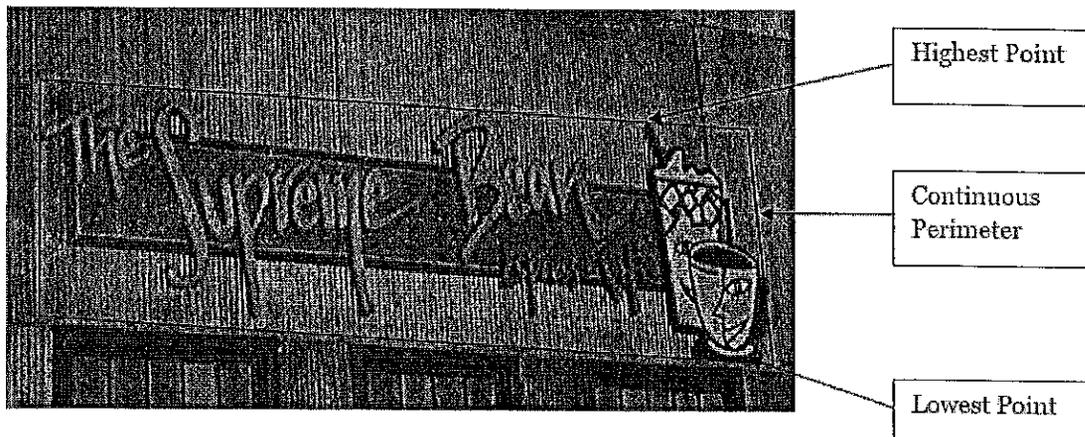
**CITY OF AVONDALE ESTATES COVINGTON HIGHWAY
SIGN OVERLAY DISTRICT ORDINANCE**

Section 5-384. Definitions:

- a) When terms defined by Section 5-362 of this Code of Ordinances are used in this Division, they shall have the meaning as defined by Section 5-362.

- b) As used in this Division, the term “Sign Measurement” shall mean the total area within a continuous perimeter surrounding the highest point, lowest point, leftmost point, and rightmost point of a sign. The continuous perimeter shall encompass all aspects of the sign, including the writing, representation, emblem, or any figure of similar character together with any frame, other material, open space, or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed, as illustrated in Diagram 1.

Diagram 1: Sign Measurement



Section 5-385. Establishment of Covington Highway Sign Overlay District:

The Covington Highway Sign Overlay District is hereby established and consists of those parcels or lots that are located within the General Commercial (GC) zoning district of the City, as indicated on the Official Zoning Map, as amended, and have frontage on Covington Highway, also known as U.S. Highway 278 and Georgia State Route 12.

Section 5-386. Construction with Division 1 of the Sign Ordinance:

The provisions of Division 1 of Article IX, Chapter 5 of the Code of Ordinances (the Sign Ordinance of general applicability) shall continue to apply to properties within the Covington Highway Sign Overlay District, except that, wherever the provisions of

Division 1 and this Division 2 are in conflict, the more liberal or less restrictive provision shall apply within the Covington Highway Sign Overlay District.

Section 5-387. Architectural Design Guideline Review:

The Architectural Review Board Design Guidelines shall be applied to all applications for sign permits pursuant to Section 5-375 of this Code of Ordinances. Said Design Guidelines are on file with the City Clerk and available for public inspection.

Section 5-388. Covington Highway Sign Overlay District Regulations:

Properties within the Covington Highway Sign Overlay District shall be permitted to erect and display signs in accordance with the following:

- a. One monument sign per road frontage, with each such sign not to exceed twenty (20) feet in height and not to exceed one hundred fifty (150) square feet of sign measurement.
- b. An unlimited number of wall signs and mounted signs may be displayed on a building within the Covington Highway Sign Overlay District. However, the aggregate total sign measurement for all wall and mounted signs on a given building, including existing signage to be retained and the proposed signage, shall not exceed the number of square feet equal to the number of linear feet of building frontage visible from a public right-of-way. Regardless of the size of the building, no building within the Covington Highway Sign Overlay District may display more than three hundred (300) square feet of wall signs and mounted signs as measured in aggregate total sign measurement. No individual sign may exceed one hundred (150) square feet of sign measurement.
- c. No individual letter on any sign may exceed three (3) feet in height.