



Where Georgia comes together.

Planning Commission Work Session Agenda

Monday, April 28, 2025 – 5:30pm

Community Development Office, 741 Main Street, Perry

1. Call to Order
2. Roll Call
3. Citizens with Input
4. Capital Improvement Projects Update
5. Old Business – None
6. New Business – Sign Standards for Large Retail (wall signs and monument signs)
7. Other Business -
 - Role of the Comprehensive Plan in zoning decisions
 - Review items for May 12, 2025, informational/public hearings
 - Update on City Council zoning decisions
8. Adjournment

All meetings of the Planning Commission are open to the public.

(478) 988-2720

<https://www.perry-ga.gov/business-services/community-development/planning-commission>



Where Georgia comes together.
Memorandum

To: Planning Commission
From: Bryan Wood, Community Development Director
Date: April 22, 2025
Re: Wall sign modifications

Now that variances cannot be granted for signs, we need to evaluate our standards for wall signs to address size, number, multiple story buildings, and dual branding.

Current standards allow one wall sign per façade not to exceed 10% of the wall area or 300 square feet, whichever is less. An example of the full 10% can be seen on the Ross store on Sam Nunn Blvd (2,562 sf façade; 258 sf sign; 10.1%).

Some challenges we need to consider:

1. Industrial buildings – Jack Links for example 24,826 sf façade; 694 sf sign; 2.79%
2. Large retail buildings – Walmart 12,584 sf façade; 7 wall signs; 347 sf signs; 2.76%
3. Multiple wall signs – Storage Master on Perry Parkway two signs (one per entrance) 8.4%
4. Multiple story buildings – Candlewood Suites 11,103 sf façade; 148 sf sign; 1.33%

The new hotel at the Fairgrounds is a dual-branded hotel. In addition to needing a sign for each brand, they originally asked to place signs at the top of the building and on the ground level.

I've pulled examples of signs, wall area, and percentages for your review at the Work Session. The questions we need to consider are:

1. Should sign regulation be based on square footage of the facades or of the building?
2. What is the façade square footage cutoff for allowing 10%?
3. Is 5% the appropriate allowance for larger facades? Or is it something less?
4. Is there an intermediate allowance between 10% and the lowest allowance?
5. How many signs are allowed on one façade? On what size building?
6. How should be address signs on multi-story buildings?
7. Should standards be based on use of the building i.e. retail, hotel, industrial?

Initial suggested ordinance modification attached.

(B) *Wall, canopy, projecting and under canopy signs in nonresidential districts.* Wall, canopy, projecting and under canopy signs in the nonresidential base zoning districts and PC, DD, NC overlay districts shall comply with the provisions of Table 6-9-3.

Table 6-9-3. Standards for Wall, Canopy, Projecting, Under Canopy, and Window Signs in Nonresidential Zoning and Overlay Districts

Zoning District	Sign Type	Maximum Number of Signs			Maximum Aggregate Square Feet per Sign Face of Allowed Signs per Wall	Illumination Allowed
		Maximum Number Multi-tenant / multi-branded building)	Maximum Number Single-tenant building < 40,000 square feet)	Single-tenant building > 40,000 square feet		
C-1, C-2 M-1, M-2 IMU, MUC, GU	Wall or Canopy	1 per tenant's or brand's exterior wall frontage	1 per exterior wall or customer entrance	1 per customer entrance plus 5 on the primary wall and 1 on each secondary wall	300 or 10% of each wall face, whichever is less for buildings < 40,000 square feet; 5% of each wall face for buildings > 40,000 square feet	Internal or External; Canopy External Only
	Projecting*	1 per tenant or brand	1	1	6	
	Under Canopy*	1 per tenant entrance or brand	1 per building customer entrance	1 per customer entrance	4	
LC, OI, NMU, Neighborhood Commercial Corridor Overlay (NC)	Wall or Canopy	1 per tenant's building frontage	1 per building frontage	n/a	100 or 10% of each wall face, whichever is less	Internal or External; Canopy External Only
	Projecting*	1 per tenant	1	n/a	6	
	Under Canopy*	1 per tenant customer entrance	1 per building customer entrance	n/a	4	
C-3, Downtown Development Overlay (DD), Downtown Historic Preservation Overlay (HP)	Wall or Canopy	1 per tenant's building frontage	1 per building frontage	n/a	1 for each linear foot of tenant's building frontage	External Only
	Projecting*	1 per tenant	1	n/a	6	
	Under Canopy*	1 per tenant customer entrance	1 per building customer entrance	n/a	4	
All Districts	Wall-mounted Flag	1 per tenant	1	n/a	24	External Only
	Window	n/a	n/a	n/a	20% of aggregate window area per tenant	Internal or External
Parkway Corridor Overlay (PC)	Same as base zoning district					
*Projecting signs and under canopy signs require 78" clearance from finished grade. Projecting signs shall not extent more than three feet from the building and shall not project into a vehicular use area.						

Calculate
 11% @ 270.47 SF = 29.75 SF
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 10% @ 270.47 SF = 27.05 SF
ALLOWED: 273.60 Sq Ft

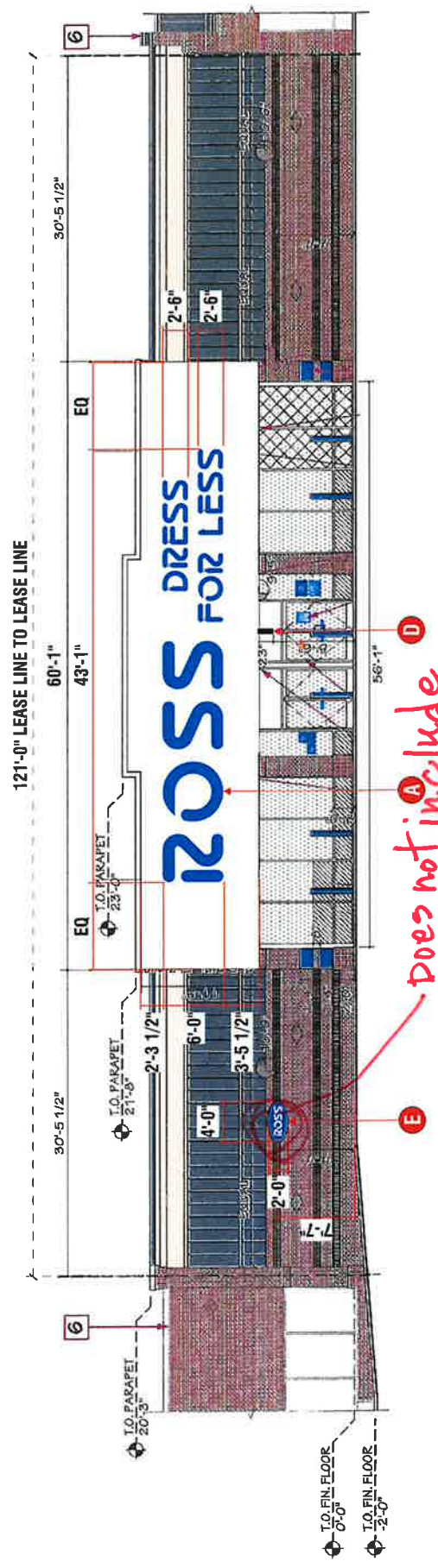
ROSS DRESS FOR LESS
 ROSS/DRL: 255.25
 WALL PLAQUE: 8.00
 UNDER CANOPY SIGN: 7.22
TOTAL: 270.47 Sq Ft

ALLOWED: 273.60 Sq Ft
USED: 270.47 Sq Ft

ROSS
 WALL PLAQUES: 2 x 4 = 8.00 SF

ROSS
 UO# 1.9 x 3.8 = 7.22 SF

Facade 2562.07% sign 258.5% 10.09%



1 STOREFRONT • NORTHEAST • WASHINGTON ST • ELEVATION

SCALE: 3/32" = 1'

VISUAL COMMUNICATIONS
 www.FederalHeath.com
 1128 Berde Road, Suite E, Daytona Beach, FL 32114
 (386) 255-1901 Fax (386) 255-0211

REVISIONS
 1. 11/11/23 Revise 'Opening Sign' to 'Canopy Sign' for I.L.J.
 2. 11/11/23 Update E2

Client Approval/Date:
 Landlord Approval/Date:

Manufacturing Facilities:
 Delaware, OH - Edison, TX - Jacksonville, TX
 Rockville, MD - Rockville, MD
 Office Locations:
 Miami, GA - Brandon, FL - Indianapolis, IN
 Tampa, FL - Daytona Beach, FL - Orlando, FL
 Fort Worth, TX - Houston, TX - Dallas, TX
 San Antonio, TX - San Antonio, TX
 Phoenix, AZ - Phoenix, AZ
 Tampa, FL - Wilkes-Barre, PA - Orlando, FL

Building Quality Signage Since 1901

Account Rep: Steve Emery
Project Manager: Marylou Kirby
Drawn By: Jake Posadas/CHC

Understand
 I understand the project and the client's requirements. I will ensure the project is completed on time and to the client's satisfaction. I will also ensure the project is completed in accordance with all applicable codes and regulations.

Project / Location:
ROSS DRESS FOR LESS
 STORE #251
 1361 SAM NUNN BLVD.
 PERRY, GA 31069

Job Number: 23-76126-10
Date: January 05, 2023
Sheet Number: 2 of 13
Design Number: 23-76126-10 R2

This original drawing is provided as part of a project and is not to be copied, reproduced, or otherwise used without the written permission of Federal Health Sign Company, LLC or its authorized agent. eHSC



Facade 24, 026 ✓ Sign 693.45 ✓ 2.79%



Facade	12,584'
7 Signs	347.22'
	2.76%

[illegible]

NOT USED
REMOVES, OR BURNED/POUNDED ITEMS. IS ONLY
NOTED TO BE DEMONSTRATED AS ITEMS 2 BY SCOP
OF WORK. SHALL OCCUR PRIOR TO PAINTING BURNING
CORROSION/ERODION WITHIN 50 FEET OF
PAINTING WILL OCCUR PRIOR TO INSTALLATION OF
BURNING/POUNDED ITEMS

SHEET NOTES

[illegible]

90 PART 1. EXTERIOR ENTRY DOORS TO MATCH
91 EXTENDED ON PANELS NOTED TO RECEIVE PLASTIC
92 BOLLARD SLEEVE
93 NOT USED
94 DO NOT PAINT LED WALL PLACK HOOKINGS
95 NOT USED
96 DO NOT PAINT QUARRY BIRM STONE VENEER FACE BRICK
97 UNPAINTED T1 WALL OR PRECAST PANELS
98 NOT USED

Walmart
PERRY, GA
1009 ST PATRICKS DR, PERRY, GA 31069
STORE NO. 2332-28

[illegible]

NOT FOR
CONSTRUCTION

EXTERIOR
ELEVATIONS

A2

9 FRONT ELEVATION ENLARGEMENT

10 EXISTING MONUMENT SIGN

6 AUTO CARE ELEVATION

7 SEASONAL SHOP REAR ELEVATION

8 RIGHT ELEVATION

5 REAR ELEVATION

LEFT ELEVATION

3 GR SIDE VESTIBULE ELEVATION

2 GM SIDE VESTIBULE ELEVATION

1 FRONT ELEVATION

AT ALL ITS STORES AND TO COORDINATE THE
PROGRAM WITH ALL THE OTHER STORES
CONCERNED. (SEE THE ATTACHED COPY)

22'



7'

16'



8'

Single sided lighted signs,
LED lights, full color Flex faces
Facade 3,343.4 sq ft
2 signs 282 sq ft
8.43%

Total sf = 282

the **SIGNSTORE**

1836 Broadway, Macon, GA 31201
P: 478.785.0610 F: 478.785.0690

Customer: Proforma Ascension

Eric Lewis
eric@signstoremacon.com

Filename: StorageMaster Prry

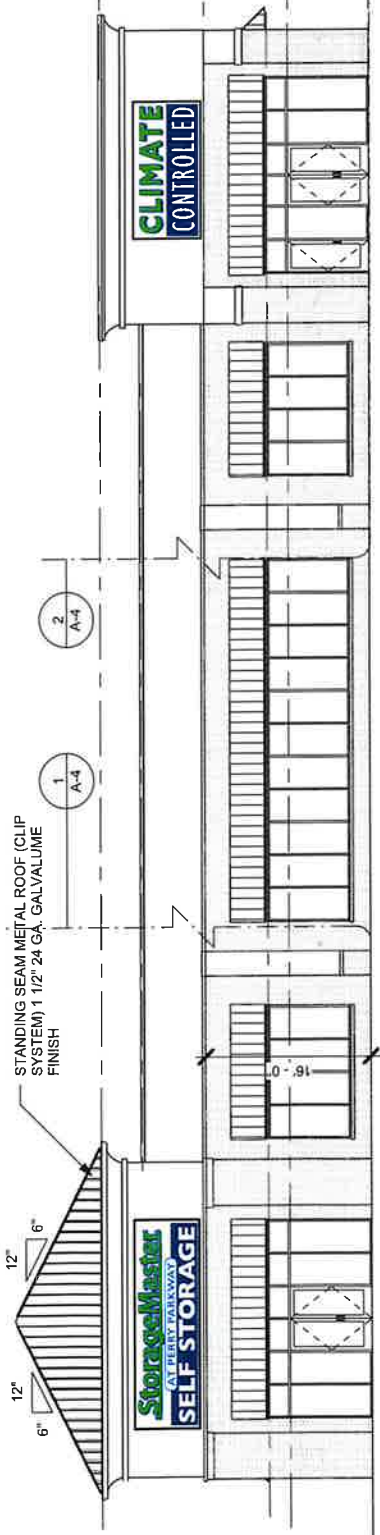
Colors:

Notes:

X

Customer Approval Signature

Date



front elevation

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