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STAFF REPORT

May 5, 2026

CASE NUMBER: TEXT 0040-2026

APPLICANT: Joe Duffy for the City of Perry

REQUEST: Amend Subsections 6-9.3, *General provisions and definitions*; and Subsection 6-9.6, *Nonresidential district sign standards* to add definition and limits for Unified Building Identifier

STAFF COMMENTS: In response to market dynamics which are encouraging more mixed-use development building concepts, changes proposed are to allow for mixed-use and multi-tenant commercial buildings to be permitted to display building specific signage and branding in addition to proposed tenant-specific signage at the discretion of the administrator. The term *unified building identifier* supports the intent of the definition and standards proposed.

STANDARDS FOR GRANTING A TEXT AMENDMENT:

- (1) **Whether, and the extent to which the proposed amendment is consistent with the Comprehensive Plan.** The amendment is not inconsistent with the Comprehensive Plan.
- (2) **Whether, and the extent to which the proposed amendment is consistent with the provisions of this chapter and related city regulations.** The proposed amendment is consistent with the format of the Land Management Ordinance.
- (3) **Whether, and the extent to which there are changed conditions from the conditions prevailing at the time that the original text was adopted.** Market conditions have changed with increased demand for mixed-use buildings and commercial buildings which host multiple tenants within a single structure. Buildings of this nature often exist under a unified name or brand encompassing a single destination building as a home for multiple tenants (commercial only, or a mix of commercial and residential).
- (4) **Whether, and the extent to which the proposed amendment addresses a demonstrated community need.** A demonstrated community need exists, in that building identifiers are helpful beyond individual tenant spaces. A good example of this is the Chalet Lofts building, which holds different varieties of tenants under a unified building name/brand.
- (5) **Whether, and the extent to which the proposed amendment is consistent with the purpose and intent of the zoning districts in this chapter, will promote compatibility among uses, and will promote efficient and responsible development within the city.** The amendment is consistent with the purpose and intent of the signage ordinance, which is to establish orderly identifiers for both buildings and tenants in the City of Perry.
- (6) **Whether, and the extent to which the proposed amendment will result in logical and orderly development pattern.** The amendment is more comprehensive than existing standards resulting in a more logical and orderly signage development pattern.
- (7) **Whether, and the extent to which the proposed amendment will result in beneficial impacts on the natural environment and its ecology, including, but not limited to, water, air, noise, stormwater management, wildlife, vegetation, and wetlands.** The amendment has no direct impact on the natural environment.

- (8) **Whether, and the extent to which the proposed amendment will result in development that is adequately served by public facilities and services (roads, potable water, sewerage, schools, parks, police, fire, and emergency medical facilities).** The amendment has no impact on public facilities and services.

STAFF RECOMMENDATION: Approval as submitted.

Addition to Subsection 6-9.3, adding a new Definition as follows:

Sec. 6-9.3. General provisions and definitions.

Unified building identifier means a branding mechanism utilized upon an individual physical structure, which is a building comprised of or encompassing multiple distinct, unique tenants.

Addition to Subsection 6-9.6, adding a new Subsection 6-9.6(D) as follows:

Sec. 6-9.6. Nonresidential district sign standards.

(D) Mixed-use buildings and individual buildings containing multiple commercial tenants.

- (A) Additional signage beyond conforming tenant-specific signage, which functions as a unified building identifier for multi-tenant structures, may be considered following a request made in writing to the administrator. The administrator shall evaluate unique circumstances concerning the building's context and potential needs for additional identification beyond tenant-specific signage in consideration of such requests.
- (B) In the event a formal request is approved, the administrator shall be authorized to permit one additional unified building identifier per structure, in the form of a wall sign.
- (C) In the event an additional building specific identifying sign is approved by the administrator, it shall conform to the sizing standards currently outlined in subsection 6-9.6 and be approved in addition to otherwise permitted tenant-specific signage.
- (D) In the event a building may have multiple facades which could be interpreted as "frontage" (as defined in sec. 6-9.3 *General provisions and definitions*), only one such wall face may be used to host an approved unified building identifier. Multiple frontage surfaces and wall faces will not be considered in the review of a unified building identifier request.
- (E) The administrator shall be authorized to grant an exception to the sizing standards outlined in subsection 6-9.6 pending any unique circumstances outlined within the written request, at the discretion of the administrator, following consideration of supposed unique circumstances.



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Application # TEXT-0040-2026

Application for Text Amendment

Contact Community Development (478) 988-2720

Applicant Information

*Indicates Required Field

Applicant	
*Name	Joe Duffy for the City of Perry
*Title	Community Development Director
*Address	741 Main Street, Perry, GA 31069
*Phone	478-988-2714
*Email	joe.duffy@perry-ga.gov

Request

*Please provide a summary of the proposed text amendment:

Amendments to Subsection 6-9.3, *General provisions and definitions*; and Subsection 6-9.6, *Nonresidential district sign standards*.

In response to market dynamics which are encouraging more mixed-use development building concepts, changes proposed are to allow for mixed-use and multi-tenant commercial buildings to be permitted to display building-specific signage and branding in addition to proposed tenant-specific signage at the discretion of the administrator. A definition and limits for this unique variety of wall sign are proposed.

Instructions

1. The application, fee (made payable to the City of Perry), and proposed text of the amendment must be received by the Community Development Office no later than 4:30 pm on the date reflected on the attached schedule.
2. Fees: Actual cost of required public notice.
3. The applicant must state the reason for the proposed text amendment. See Sections 2-2 and 2-3.2 of the Land Management Ordinance for more information.
4. The staff will review the application to verify that all required information has been submitted. The staff will contact the applicant with a list of any deficiencies which must be corrected prior to placing the application on the planning commission agenda.
5. Text amendment applications require an informational hearing before the planning commission and a public hearing before City Council.
6. The applicant must be present at the hearings to present the application and answer questions that may arise.
7. **Campaign Notice required by O.C.G.A. Section 36-67A-3:** Within the past two years, have you, the applicant, made either campaign contributions and/or gifts totaling \$250.00 or more to a local government official? **Yes** ___ **No** ___ **X** ___
If yes, please complete and submit the attached Disclosure Form.
8. The applicant affirms that all information submitted with this application, including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.
9. Signatures:

*Applicant  Joe Duffy, Director of Community Development, for the City of Perry

*Date
3/23/26

Standards for Amendments to the Text of the Land Management Ordinance

In reviewing an application for an amendment to the text of the ordinance and acting on said application, the planning commission and city council may consider the following standards:

(1) Whether, and the extent to which the proposed amendment is consistent with the Comprehensive Plan.

This amendment is not inconsistent with these plans, in that it allows mixed-use and related development concepts a more appropriate form of branding.

(2) Whether, and the extent to which the proposed amendment is consistent with the provisions of this chapter and related city regulations.

The proposed amendment is consistent with the format of the Land Management Ordinance.

(3) Whether, and the extent to which there are changed conditions from the conditions prevailing at the time that the original text was adopted.

Market conditions have changed with increased demand for mixed-use buildings and commercial buildings which host multiple tenants within a single structure. Buildings of this nature often exist under a unified name or brand encompassing a single destination building as a home for multiple tenants (commercial only, or a mix of commercial and residential).

(4) Whether, and the extent to which the proposed amendment addresses a demonstrated community need.

A demonstrated community need exists, in that building identifiers are helpful beyond individual tenant spaces. A good example of this is the Chalet Lofts building, which holds different varieties of tenants under a unified building name/brand.

(5) Whether, and the extent to which the proposed amendment is consistent with the purpose and intent of the zoning districts in this chapter, will promote compatibility among uses, and will promote efficient and responsible development within the city.

The amendment is consistent with the purpose and intent of the signage ordinance, which is to establish orderly identifiers for both buildings and tenants in the City of Perry.

(6) Whether, and the extent to which the proposed amendment will result in logical and orderly development pattern.

The amendment is more comprehensive than existing standards resulting in a more logical and orderly signage development pattern.

(7) Whether, and the extent to which the proposed amendment will result in beneficial impacts on the natural environment and its ecology, including, but not limited to, water, air, noise, stormwater management, wildlife, vegetation, and wetlands.

The amendment has no direct impact on the natural environment.

(8) Whether, and the extent to which the proposed amendment will result in development that is adequately served by public facilities and services (roads, potable water, sewerage, schools, parks, police, fire, and emergency medical facilities).

The amendment has no impact on public facilities and services.

Addition to Subsection 6-9.3, adding a new Definition as follows:

Sec. 6-9.3. General provisions and definitions.

Unified building identifier means a branding mechanism utilized upon an individual physical structure, which is a building comprised of or encompassing multiple distinct, unique tenants.

Addition to Subsection 6-9.6, adding a new Subsection 6-9.6(D) as follows:

Sec. 6-9.6. Nonresidential district sign standards.

(D) Mixed-use buildings and individual buildings containing multiple commercial tenants.

- (1) Additional signage beyond conforming tenant-specific signage, which functions as a unified building identifier for multi-tenant structures, may be considered following a request made in writing to the administrator. The administrator shall evaluate unique circumstances concerning the building's context and potential needs for additional identification beyond tenant-specific signage in consideration of such requests.
- (2) In the event a formal request is approved, the administrator shall be authorized to permit one additional unified building identifier per structure, in the form of a wall sign.
- (3) In the event an additional building specific identifying sign is approved by the administrator, it shall conform to the sizing standards currently outlined in subsection 6-9.6 and be approved in addition to otherwise permitted tenant-specific signage.
- (4) In the event a building may have multiple facades which could be interpreted as "frontage" (as defined in sec. 6-9.3 *General provisions and definitions*), only one such wall face may be used to host an approved unified building identifier. Multiple frontage surfaces and wall faces will not be considered in the review of a unified building identifier request.
- (5) The administrator shall be authorized to grant an exception to the sizing standards outlined in subsection 6-9.6 pending any unique circumstances outlined within the written request, at the discretion of the administrator, following consideration of supposed unique circumstances.