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STAFF REPORT

June 2, 2026

CASE NUMBER: TEXT 0041-2026

APPLICANT: Joe Duffy for the City of Perry

REQUEST: Amend Subsection 6-9.9, *Nonresidential district sign standards to establish guidelines for monument and monopole signs and ground flags.*

STAFF COMMENTS:

The *IC, Interstate corridor overlay district*, is composed of lands adjacent to Interstate 75 (I-75) and is intended to regulate the placement of outdoor advertising signs along I-75, unfortunately no standards for ground signs have been clarified. This amendment seeks to establish permitting guidelines for Monument and Monopole signs, as well as ground flags.

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.** The Interstate corridor overlay district was adopted with intent to regulate the placement of outdoor advertising along I-75, however no such standards were established for common types of ground mounted signs. Given the extent to which the I-75 adjacent parcels are unique within the City of Perry, it does make sense to follow through with guidelines intended to align with the interstate highway's presence.
- (4) **Whether, and the extent to which the proposed amendment addresses a demonstrated community need.** A demonstrated community need exists, in that businesses present within the Interstate Corridor Overlay do not have outdoor advertising standards established, as indicated were needed by the creation and intent of the overlay district.
- (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.
- (6) **Whether, and the extent to which the proposed amendment will result in logical and orderly development pattern.** The amendment is intended to encourage 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.

ARTICLE 3. - ESTABLISHMENT OF ZONING DISTRICTS (for reference on currently stated intent of IC district)

Sec. 3-2. - District descriptions.

(D) *Overlay zoning districts.* Overlay zoning districts provide additional regulations or restrictions on the based zoning districts over which they may be laid.

IC, Interstate corridor overlay district. This district is composed of lands adjacent to Interstate 75 (I-75). The new requirements are intended to regulate the placement of outdoor advertising signs along I-75.

Proposed additions to Section 6-9.6. *Nonresidential district sign standards* – including specifics within *Table 6-9-2.*

(A) *Ground signs in nonresidential districts.* Ground signs permitted in the nonresidential base zoning districts, and the PC, DD, IC and NC overlay districts shall comply with the provisions in *Table 6-9-2.*

Table 6-9-2. Standards for Ground Signs in Nonresidential Zoning and Overlay Districts

Zoning and Overlay District	Sign Type	Maximum Square Feet per Sign Face			Maximum Number per Lot	Maximum Height (feet)	Illumination Allowed
		Not based on lot size	Lot size > 3 acres	Lot size 3 acres or less			



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Application # TEXT-0041-2026

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 6-9.6, *Nonresidential district sign standards*.
 The IC, *Interstate corridor overlay district*. is composed of lands adjacent to Interstate 75 (I-75) and is intended to regulate the placement of outdoor advertising signs along I-75, unfortunately no standards for ground signs have been clarified. This amendment seeks to establish permitting guidelines for Monument and Monopole signs, as well as ground flags.

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
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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.

(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.

The Interstate corridor overlay district was adopted with intent to regulate the placement of outdoor advertising along I-75, however no such standards were established for common types of ground mounted signs. Given the extent to which the I-75 adjacent parcels are unique within the City of Perry, it does make sense to follow through with guidelines intended to align with the interstate highway's presence.

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

A demonstrated community need exists, in that businesses present within the Interstate Corridor Overlay do not have outdoor advertising standards established, as indicated were needed by the creation and intent of the overlay district.

(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.

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

The amendment is intended to encourage 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.

ARTICLE 3. - ESTABLISHMENT OF ZONING DISTRICTS (for reference on currently stated intent of IC district)

Sec. 3-2. - District descriptions.

(D) Overlay zoning districts. *Overlay zoning districts provide additional regulations or restrictions on the based zoning districts over which they may be laid.*

IC, Interstate corridor overlay district. This district is composed of lands adjacent to Interstate 75 (I-75). The new requirements are intended to regulate the placement of outdoor advertising signs along I-75.

Proposed additions to Section 6-9.6. Nonresidential district sign standards – including specifics within Table 6-9-2.

(A) *Ground signs in nonresidential districts. Ground signs permitted in the nonresidential base zoning districts, and the PC, DD, IC and NC overlay districts shall comply with the provisions in Table 6-9-2.*

Table 6-9-2. Standards for Ground Signs in Nonresidential Zoning and Overlay Districts

Zoning and Overlay District	Sign Type	Maximum Square Feet per Sign Face		Maximum Number per Lot	Maximum Height (feet)	Illumination Allowed
		Not based on lot size	Lot size > 3 acres			

Table 6-9-2. Standards for Ground Signs in Nonresidential Zoning and Overlay Districts

Zoning and Overlay District	Sign Type	Maximum Square Feet per Sign Face			Maximum Number per Lot	Maximum Height (feet)	Illumination Allowed
		Not based on lot size	Lot size > 3 acres	Lot size 3 acres or less			
C-1, C-2 M-1, M-2 IMU, MUC, GU	Monument; Monopole	n/a	100	75	2	20	Internal or External
		48 total per pole	n/a	n/a	3 flagpoles	35	External only
Interstate Corridor Overlay (IC) ^{***}	Monument; Monopole	n/a	100	75	1	100	Internal or External
		Same as base zoning district					
	Ground-mounted Flag						

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Zoning and Overlay District	Sign Type	Maximum Square Feet per Sign Face			Maximum Number per Lot	Maximum Height (feet)	Illumination Allowed
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Parkway Corridor Overlay (PC)	Monument	n/a	100	75	1 per street front	20	Internal or External
		Same as base zoning district					
LC, OI, NMU, Neighborhood Commercial Corridor Overlay (NC)	Monument; Post and Arm	32	n/a	n/a	1 per street front	15	External only
	Ground-mounted Flag	48 total per pole	n/a	n/a	1 flagpole	35	

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C-3, Downtown Development Overlay (DD), Downtown Historic Preservation Overlay (HP)	Monument; Post and Arm	32 for Monument; 12 for Post and Arm	n/a	n/a	1 per street front	10	External; Internal by COA only*
	A-frame**	6	n/a	n/a	1 per tenant	4	Not allowed
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All ground signs and flags shall be set back at least 10 feet from the property lines.

- * Certificates of appropriateness must be reviewed by the Main Street Advisory Board and issued by the administrator.
- ** A-frame signs shall be located so an accessible pedestrian path is maintained on a sidewalk and shall be displayed only during the sign owner's business hours.
- ***Notwithstanding these provisions, GDOT's regulations and standards control outdoor advertising signs as provided in the State Control of Signs and Signals, Georgia Outdoor Advertising Control Act, and the Highway Beautification Act of 1965.



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If yes, please complete and submit the attached Disclosure Form.
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