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Application # Text 0089-
2024

Application for Text Amendment

Contact Community Development (478) 988-2720

Applicant Information

*Indicates Required Field

	*Applicant
*Name	Holly Wharton for the City of Perry
*Title	Interim Community Development Director
*Address	741 Main Street, Perry, GA 31069
*Phone	478-988-2714
*Email	Holly.wharton@perry-ga.gov

Request

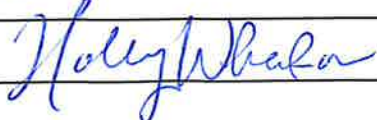
*Please provide a summary of the proposed text amendment:

Amend Sec. 6-9.6 (A) *Nonresidential district sign standards* to remove the option for internally illuminated ground signs to be allowed by COA from the Main Street Advisory Board in the C-3 District, Downtown Development Overlay, and Downtown Historic Preservation Overlay.

Amend Sec. 6-9.6 (C)(2) *Prohibited signs in C-3 and DD districts* by adding all internally illuminated signage

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/owner must respond to the 'standards' on page 2 of this application (The applicant bears the burden of proof to demonstrate that the application complies with these standards). See Sections 2-2 and 2-3.2 of the Land Management Ordinance for more information. You may include additional pages when addressing the standards. 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.
4. Text amendment applications require an informational hearing before the planning commission and a public hearing before City Council.
5. *The applicant must be present at the hearings to present the application and answer questions that may arise.
6. 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.
7. *Signatures:

*Applicant		*Date	<u>6/8/26</u>
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Standards for Amendments to the Text of the Land Management Ordinance

The applicant bears the burden of proof to demonstrate that an application complies with these standards.

- (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.

Based on the request submitted by the Main Street Advisory Board, it is apparent that the board wishes to clearly define their vision to prohibit internally illuminated signage within the Downtown Development District. This is based on the desired aesthetic for the downtown area and future development patterns.

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

This text amendment would serve as a proactive measure to ensure that no future signage in the Downtown Development District would be permitted to have internal illumination. The Main Street Advisory Board feels that this type of signage is not appropriate within the district and wishes to limit the existing internally illuminated signage in a legal, nonconforming (grandfathered) manner.

- (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 more attractive sign development patterns more appropriate for a historic downtown district.

- (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.

Sec. 6-9.6. Nonresidential district sign standards.

(A) *Ground signs in nonresidential districts.* Ground signs permitted in the nonresidential base zoning districts, and the PC, DD, 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			
C-1, C-2 M-1, M-2 IMU, MUC, GU	Monument; Monopole	n/a	100	75	2	20	Internal or External
	Ground-mounted Flag	48 total per pole	n/a	n/a	3 flagpoles	35	External only
Parkway Corridor Overlay (PC)	Monument	n/a	100	75	1 per street front	20	Internal or External
	Ground-mounted Flag	Same as base zoning district					
LC, OI, NMU, Neighborhood Commercial Corridor Overlay (NC)	Monument; Post & 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	
C-3, Downtown Development Overlay (DD), Downtown Historic Preservation Overlay (HP)	Monument; Post & Arm	32 for Monument; 12 for Post & 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
	Ground-mounted Flag	48 total per pole	n/a	n/a	1 flagpole	35	External only
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.							

(C) Additional standards for signs in the C-3 zoning district, and the DD overlay district.

(2) Wall signs in a planned center shall be composed of individual letters not exceeding 18 inches in height.

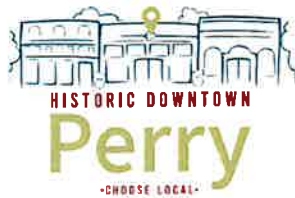
(2) Prohibited signs in C-3 and DD districts:

(a) Multiple message signs, ~~except as authorized in sec. 6-9.9.~~

(b) Neon tube signs, including neon and rope light building or window/door outlining.

(c) Signs incorporating reflective and luminescent materials.

(d) Internally illuminated signs



To: Holly Wharton

From: Alicia Hartley

CC: Main Street Advisory Board, Christine Sewell

Date: June 5, 2026

RE: Discussion of Text Amendment to Eliminate Internally Illuminated Signs in the C3
Downtown Development Overlay

Currently for the C-3 Downtown Development Overlay District Internal Illumination for Monument is allowable by Certificate of Appropriateness. Through discussion at the June 4 Main Street Advisory Board Meeting, the board expressed interest and direction in wanting to establish that internal illumination of monument and post and arm signs be not allowed, even with approval of a Certificate of Appropriateness. They noted that there is grey area when it comes to reviewing Certificates of Appropriateness for just internal illumination and would rather see direction towards internally illumination be prohibited in the downtown district.