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**STAFF REPORT**

January 2, 2025

**CASE NUMBER:** TEXT-0158-2024

**APPLICANT:** Bryan Wood for the City of Perry

**REQUEST:** Amend Sec 6-6.3 (Design Standards for Downtown) and Sections 6-9.6(A) and (C) (sign standards) to clarify extent of authority for certificates of appropriateness for signs in the C-3 district and Downtown Development Overlay District.

**STAFF COMMENTS:** The amendment is intended to clarify the extent of the Main Street Advisory Board's (MSAB) authority regarding certificates of appropriateness for signs in the C-3 and Downtown Development Overlay districts. Per the City Attorney's interpretation, only signs which are specifically stated in the Land Management Ordinance may be considered by the MSAB. Currently, only monument signs or post and arm signs proposed to be internally illuminated specifically require MSAB review for a certificate of appropriateness. Existing language in the LMO had been interpreted more broadly until a recent City Attorney determination.

**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 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.**

Current language regarding the Certificates of Appropriateness (COA) for signs in the C-3 district and Downtown Development Overlay District (DD) suggests that the Main Street Advisory Board (MSAB) has authority not intended to be granted.

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

Current language in the LMO can be interpreted to suggest the MSAB has the authority to grant variances from the sign standards. The amendment removes unclear language and clarifies the extent of MSAB's authority in reviewing COAs for signs in the C-3 and DD districts.

- (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 of the sign standards and provides for clear interpretation of the intent of the regulations.

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

The amendment will result in fair and consistent implementation of the sign regulations in the C-3 and DD districts.

- (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:** Staff recommends approval of the proposed text amendment.

Delete Subsection 6-6.3(C) and replace as follows:

6-6.3. Design Standards for the Downtown Development District.

(D) *Sign standards.* The administrator is authorized to issue a certificate of appropriateness for signs, which shall be in the form of an issued sign permit.

Delete Subsections 6-9.6(A) and (C) and replace as follows:

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
<p>All ground signs and flags shall be set back at least 10 feet from the property lines</p> <p>* Certificates of Appropriateness must be reviewed by the Main Street Advisory Board and issued by the administrator</p> <p>** 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.</p>							

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

- (1) 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.



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Application # TEXT-0158-2024

## Application for Text Amendment

Contact Community Development (478) 988-2720

### Applicant Information

\*Indicates Required Field

Applicant	
*Name	Bryan Wood for the City of Perry
*Title	Director of Community Development
*Address	1211 Washington Street, Perry, GA 31069
*Phone	478-988-2714
*Email	bryan.wood@perry-ga.gov


### Request

\*Please provide a summary of the proposed text amendment:

Amend Sec 6-6.3 (Design Standards for Downtown) and Sections 6-9.6(A) and (C) (sign standards) to clarify extent of authority for certificates of appropriateness for signs in the C-3 district and Downtown Development Overlay District.

### 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	 Bryan Wood, Director of Community Development, for the City of Perry	*Date	11/27/2024
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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.

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