

## **BUFORD HIGHWAY OVERLAY DISTRICT**

### UDC 21-11.7 Signage

The following regulations are the minimum standards intended to promote an appropriate and cohesive identification program within the Buford Highway Overlay District. A detailed signage plan is required to be submitted that addresses and conforms to all provisions set forth in this section. The signage plan shall address sign dimensions, materials, height, color scheme, lighting, and location of each sign on the building and on the ground. All permissible sign types shall meet the respective requirements of the Forsyth County Sign Ordinance. In addition to Ordinance 74 (Sign Ordinance), the following shall apply:

(A) Monument sign structures and base materials shall be compatible with the color, texture, material, and architectural design of the principal building.

(B) Freestanding signs for nonresidential uses shall adhere to standards outlined in the chart below:

Table 21.11

<b>Free Standing Signs for Nonresidential Uses</b>		
Gross Building Space	Maximum Height of signs	Maximum Number Allowed
0 - 10,000	6'	1 per Road Frontage
10,001 - 50,000	8'	1 per Road Frontage
50,001- 100,000	10'	1 per Road Frontage
100,000 +	12'	2 per Road Frontage

(C) Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building.

(D) Wall signs and monument signs shall not be of the singular plastic insert or panel sheet variety. Channel letters are strongly encouraged for both monument and wall signs. If internally illuminated, lettering shall be individually formed and lighted.

(E) Where there is more than one sign on a site, signs shall be complementary to each other in shape and related components and type of construction materials.

(F) Any exterior light source shall be completely shielded and directed solely on the sign and not upon any other object or adjacent properties.

(G) Wall mounted raceways shall be painted to match the adjoining structure.

(H) Temporary signs, including inflatable or forced-air signs, tarps, banners, sign dancers, and any sign mounted on wheels, are prohibited within the boundary of the Buford Highway Overlay.

(I) Fuel station canopy signs are allowed, one per road frontage not to exceed twenty (20) square feet. Sign must be flush against the canopy fascia. The canopy shall not exceed twenty-five (25) feet in height from the ground to the top of the fascia.

(J) Electronic message boards or changeable copy are permitted, one per road frontage for the following uses:

(1) Fuel station monument signs, one per road frontage. The total electronic or changeable copy area for each sign shall not exceed a total of forty-six (46) square feet.

(2) Where the property has a principal use that is either a religious facility, college, university, private school as defined at O.C.G.A. 20-2-690(b), hospital, military or veteran organization, art gallery, museum, conference center, theater, or amphitheater.

(K) Window signs are prohibited except for one (1) window sign, not to exceed four (4) square feet, per principal building. If a building is leased to multiple tenants, each tenant

shall be entitled to a window sign in lieu of the single window sign for the principal building. Subtenants of building tenants shall not increase the number of window signs allowed. Window signs may be illuminated only when the business located within the window where the sign is located is open. Where allowed pursuant to this section, window sign shall not be required to obtain a sign permit.