



# SIGN PERMIT APPLICATION

19125 Ga Hwy 85, Gay, Ga 30218  
<https://gayga.gov>

Date Filed \_\_\_\_/\_\_\_\_/\_\_\_\_

Fee \$ \_\_\_\_\_ Issued by \_\_\_\_\_

Permit # \_\_\_\_\_

|   |  |                    |  |
|---|--|--------------------|--|
| <b>APPLICANT</b>  | Name: _____  | <b>CONTRACTOR</b>  | Name _____   |
|   | Address: _____   |                    | Phone _____  |
|   | City, State, Zip: _____  |                    | License _____ # _____  |
|   | Email: _____   |                    |  |
|   | Phone #: _____   |                    |  |
| <b>SIGN LOCATION</b>  | Street Address: _____  | <b>SIGN TYPE</b>   | <input type="checkbox"/> Monument <b>Select all that apply</b>   |
|   | <b>Zoning District:</b><br><input type="checkbox"/> Residential<br><input type="checkbox"/> Historical Commercial<br><input type="checkbox"/> Agriculture<br><input type="checkbox"/> Commercial<br><div><input type="checkbox"/> businesses not located on the property on which the sign will be located</div> |                    | <input type="checkbox"/> Wall<br><input type="checkbox"/> Menu Board<br><input type="checkbox"/> Directional<br><input type="checkbox"/> Blade Sign<br><input type="checkbox"/> Non-Illuminated<br><input type="checkbox"/> Foam<br><input type="checkbox"/> Wood<br><input type="checkbox"/> Metal<br><input type="checkbox"/> Illuminated: See: 14-4-2 Zoning and Land Use Ordinance |
| <b>Temporary Sign\Banner and Display of Merchandise</b><br>No Fee. Complete Green Section Below.  |  |                    | <b>Sign Permit Fee: \$40.00</b><br>Complete Blue Section Below   |
| <input type="checkbox"/> Display of Merchandise (submit photos)<br><input type="checkbox"/> Temporary Banner (submit banner section below)<br><input type="checkbox"/> Re-occurring every year, three-year permit (14-4-8 1e) |  | <b>SPECIAL USE</b> | <input type="checkbox"/> Mural<br><input type="checkbox"/> Decorative Art<br><input type="checkbox"/> Special Paint Scheme<br><input type="checkbox"/> Flashing Lights<br><b>Additional Special Use Permit Application Fee: \$ 60.00</b><br>(plus sign permit fee)<br>Complete Blue Checklist Below<br>See: 14-4-7 A   |

|                        |  |                          |  |   |
|------------------------|--|--------------------------|--|---|
| <b>SIGN DIMENSIONS</b> | Sign Dimensions:<br>____ft X ____ft =<br>____sq ft | <b>SIGN REQUIREMENTS</b> | <input type="checkbox"/> Sign centered architecturally.<br><input type="checkbox"/> Colors consistent with architecture.<br><input type="checkbox"/> Electrical permit, if required.<br><input type="checkbox"/> The sign is out of the right-of-way.<br><input type="checkbox"/> Approval letter from owner.<br><input type="checkbox"/> The sign does not exceed 6% of the area of the front of the building nor 3% of the back and sides where it is located. | <b>CHECKLIST</b><br>Please include with application<br><input type="checkbox"/> Materials Used? <input type="checkbox"/> Construct Details?<br><input type="checkbox"/> Location on Lot? <input type="checkbox"/> Landscape Design?<br><input type="checkbox"/> Scaled Drawings? <input type="checkbox"/> Installation Date?<br><input type="checkbox"/> Photos? <input type="checkbox"/> Building Frontage?<br><b>BUILDING FRONTAGE</b><br>Please measure the building frontage of your space in feet. _____ft |
|                        | Sign Height:<br>____ft                             |                          |  |   |

|                          |   |                       |  |   |
|--------------------------|---|-----------------------|--|---|
| <b>BANNER DIMENSIONS</b> | Banner Dimensions:<br>____ft X ____ft =<br>____sq ft<br>Securely attached to building | <b>BANNER DRAWING</b> | No fee for Temporary Signs\Banners- 60 day maximum<br>Show message and indicate colors | <b>BANNER DATES</b><br>Start: ____/____/____<br>End: ____/____/____ |
|                          |   |                       |  |   |

I hereby certify that I am the owner of the property on which the proposed sign will be located and I approve of its design and location:

Signature of Owner/Agent: \_\_\_\_\_ Date \_\_\_\_\_

☐ Approved

## OFFICE ONLY

☐ Denied Signature \_\_\_\_\_ Date \_\_\_\_\_

This application has been reviewed and approved with the following comments and conditions:

This application has been reviewed and denied for the following reasons: ☐ Section 14-1-2 ☐ Section 14-4-2

**Sec. 14-4-7. Permanent Signage, Paint, and Murals.**

All permanent signage is subject to review and approval by the Building Official.

All permanent signage must conform with size requirements and the design shall be of professional quality. When a grandfathered existing sign is changed in any way except for repair or repainting to match existing, it must then comply with these regulations.

- A. A special use permit and approval from the Town Council will be required for the following types of signs:
- (1) Signs of any size for businesses not located on the property on which the sign is located,
  - (2) Flashing or garishly lighted & portable signs - except for folding "sandwich board" signs.
  - (3) Lights on signs in Districts R and HC which are visible from a residence or residential area shall comply with Section 14-4-2 "Light and glare" of this ordinance. Sign lights shall be shielded so that no light is emitted above the bottom of the light source (100% cut-off). Signs shall be illuminated from the top downward or should be directed downward onto the sign itself and shall not cast significant illumination or glare into the night sky, adjacent residential property, or a public roadway.
- B. Business Signs: Sign size shall be in direct proportion to the square footage of the face of the building where the sign will be located. The face will be defined as the vertical elevation in square footage which equals the height of the building multiplied by the width of the building. Roofs are not considered as part of the vertical elevation as they are not vertical. For buildings facing a Town street, the cumulative sign area shall not exceed six percent (6%) of the face where the sign will be located. For the back and sides of such buildings, the sign area shall not exceed three percent (3%) of the face where the sign will be located. As an example, if the front of a building is thirty feet (30') wide by ten feet (10') tall, any sign or signs installed cannot exceed a maximum of eighteen (18) square feet total ( $30 \times 10 \times 0.06 = 18$  square feet). In cases where the face is less than one hundred (100) square feet, the minimum size area allowed will be six (6) square feet.
- (1) Signage for businesses with multiple entrances: In cases where a business has two (2) public entrances, either on two (2) public streets or in a development with a public courtyard, each "front" of that building may be allowed a cumulative sign area up to 6% of the square footage of the façade on that side of the structure.
  - (2) Two-Sided Yard Signs: In the case where a business has a sign with two (2) sides along a street or public courtyard (versus a wall mounted sign), a cumulative sign area for each face is allowed up to 6% of the square footage of the façade of the closest side with a public entrance.
  - (3) Open and Closed Signs: Open and Closed signs smaller than 3 square feet on a face do not require a sign permit. Larger open and closed signs, if required due to building location and visibility, must be permitted. They will be limited to a maximum of six (6) square feet.
- C. Group signage for Developments: Group signage may also be allowed to identify the businesses contained within a development of one (1) acre or more that contains multiple businesses, notwithstanding that all requirements for signage listed above apply. In the review of group signage for a development, the Building Official will consider the size of the development, the number of businesses within the development and the amount of other signage within the development.
- D. Directional and Development Signs: On developments of one (1) acre or more that include multiple buildings or businesses, and on public property, directional yard signs are allowed to facilitate the identification of individual businesses, features of public interest or buildings. Directional signs will be standardized in terms of design, location and style – with only the primary name changing in each case – and are to contain content limited to the name of the building, business or feature – and a short descriptive tag line of no more than thirty (30) characters. Additional requirements for a development sign are as follows:
- (1) Permits are only issued to the Developer. Individual businesses or tenants cannot obtain such permits.
  - (2) All directional signs must be hung on matching brackets and posts.
  - (3) All directional signs must be of the same size, style and design
  - (4) All directional signs must clearly be placed in a location related to the structure it identifies.
  - (5) All directional signs must be placed in similar relative locations to each building or business being identified.
- (E) Murals, Decorative Art and special paint schemes: Murals, decorative art and special paint schemes for buildings will require a special use permit and will be considered on an individual basis by the Town Council. Examples of special paint schemes include garish colors such as bright purple or pink, neon, or unique decorative schemes (stripes, polka dots, etc.). An accurate, detailed, color drawing or photograph of the proposed mural, decorative art or paint scheme must be submitted with the application for review. An exemption exists for indoor art and or art that does not lie in public view.

**Sec. 14-4-8. Temporary Signage.**

Temporary signage such as banners, flags or wall hangings with commercial messages, and similar items may be displayed by a business or property owner promoting special events as designated by Town Council or holding a special event permit. Other temporary signage as outlined below will require a permit and review by the Building Official.

Given the low cost of signage of this type, the permit fee may be waived at the Building Official's discretion. The permit application must specify the start and end dates during which the temporary signage will be displayed and the dimensions of the proposed signage. In considering the temporary signage, the Building Official will consider the location and dimensions of the signage and the nature of the event.

- A. All weather banners of any type may only be used to promote the business or property where it is located. They shall not be erected more than sixty (60) days before such an event is to begin and shall be removed no later than three (3) days after each event ends. Banners may also be used to announce the opening of a new business. The maximum period a new business banner may be displayed is sixty (60) calendar days.
- B. Temporary signs may not be used to promote sales, special commercial events or to provide any other commercial messages except as outlined below:
- (1) Group Events: Banners and other temporary commercial messages may be used by groups of citizens or businesses when permitted in advance through the Building Official. The exact appearance, dimensions, number and location of such temporary signs must be disclosed in the permit application. Such permits may be permitted in the following cases only:
    - (a) When submitted by five (5) or more citizens, each being a property owner within the Town limits, to promote a group sale

or event on their own properties.

- (b) When submitted by the Town of Gay representing three (3) or more local businesses.
  - (c) When submitted by a Developer representing three (3) or more merchants within the confines of their development.
  - (d) When submitted by a public or non-profit entity for the purpose of promoting an event that benefits the community whether a property owner or not (if not must be within close proximity of the Town).
  - (e) When submitted by the Town of Gay in support of designated special events, group commercial activities, tourism or economic development, civic or non-profit activities occurring in the community.  
Temporary signage for a repetitive event (e.g., an annual quilt show) can be permitted for up to three (3) years, as long as the signage used is the same. Minor changes to approved artwork may occur during this period but must be resubmitted to the Building Official for approval.
- (2) Institutional Banners in District HC: In District HC, an individual business may submit a permit application for temporary sale banners and signs. Banners with promotional content related to brand or on-going product line – often called “institutional advertising” as opposed to “sale advertising” –may be authorized by approval of the Building Official. The Building Official shall set written standards such that the permissible guidelines for such banners are clear.
  - (3) Real Estate and Contractor Signs: Signs on private property up to a maximum size of six (6) square feet on one face, promoting the sale or lease of a property, or promoting the builder of a project under construction, do not require a permit. Signs above that size do require special permits. Such signs must be placed on the property being sold, and not on public right-of-way. Such signs must be removed immediately after the property is taken off the market, or the project under construction is complete.
  - (4) Flags, or fabric signage with commercial messages: Flags, fabric or other wall-hangings, posters and other such displays that contain commercial, promotional or product information are considered “banners” in this Ordinance. Inflatable or other similar forms of signage are not permitted in the Town of Gay.
  - (5) Georgia and United States Flags, political speech: There is no regulation of state and federal flags on private property within the Town limits. Nor is there any regulation of political speech on private property during periods of time leading up to a Town, County, State or Federal election. All political banners and signs should be removed within ten days after the applicable election results are reported.

#### **Sec. 14-4-9. Display of merchandise, art and furnishings**

During the semi-annual Fair Special Event, as defined by Town Council, the exterior display of merchandise, art and furnishings is allowable outside the perimeter of buildings and porches in town. Property owners are responsible for the timely removal of all tents, merchandise, art, and furnishings and the restoration of the property to a condition which is compliant with this Ordinance or to a previously grandfathered condition. Similarly, property owners who have allowed temporary vendors to occupy their property during the event are also responsible for timely removal and return to a compliant condition. See Title 11- Special Event Ordinance.

- A. Special Event timing and duration: Set-up of tents and venues and the display of merchandise, art and furnishings shall begin no earlier than ten (10) calendar days prior to the end date (set by the organizer of such special event or other entities holding a special event permit. All merchandise, art, furnishings, tents, equipment, and trash must be placed in an appropriate container by 5:00 pm three (3) days following the end of the special event and removed from the property within eight (8) days. The Building Official shall post cease and desist orders for any remaining non-compliant properties on the next day, and a per diem fine of \$500.00 will be assessed on the property owner until the property is compliant.
- B. Property clean-up deposit: In the event a property is noncompliant and does not remove tents, dumpster, and trash in a timely manner, the Town may require up to \$500.00 deposit per tent at the next Special Event that will be forfeitable if the tents, dumpster and trash are not removed in a timely manner at the next event.
- C. Display of merchandise outside of Special Events: Outside of Special Events as defined by Town Council, businesses in the Historic Commercial and Commercial districts may apply for permits to permanently display merchandise, art, and furnishings outside the perimeter of their building/porch. The permit application must include pictures of the items to be displayed and a scaled drawing showing those items will be displayed. The Building Official will approve the permit request based on appropriateness and quality of displayed items consistent with the principles outlined in Section 14-1-2 Authority and Purpose.  
Examples of the types of temporary items which may be permitted include:
  - (1) Historic Commercial District and Commercial District
    - a. Merchandise for sale that is appropriately located outdoors (e.g., plants, garden items, outdoor artwork);
    - b. Marketing icons that are associated with a business (e.g., an old bicycle);
    - c. Fine and decorative artwork;
    - d. Outdoor décor and furnishings for customer seating; and
    - e. Non-commercial objects of historic interest
  - (2) Commercial District: The Town Council, may modify these requirements for businesses in the C District, notwithstanding that such items must be consistent with Section 14-1-2 of this Ordinance.