



come to morrow
MORROW, GEORGIA

Planning & Economic Development Department **SIGN PERMIT APPLICATION**

1500 Morrow Rd. Morrow, GA 30260 678.902.00870 (T) 770.960.3002 (F)

Sign Permit Application Procedure and Guidelines

Sec.8-5-6. No person, firm, or corporation shall erect, construct, enlarge, alter, repair, move, improve, or convert any sign or sign structure in the city without first obtaining a permit for such sign or sign structure from the city manager or his representative.

The information below outlines the requirements for the following types of signs:

- Wall
- Freestanding
- Interstate
- Billboards
- Temporary For Sale/Lease
- Temporary Grand Opening/Special Promotions

APPLICATION:

ALL of the following information must be present in order to process your request for a sign permit. No exceptions.

1. Complete the Sign Permit Application
2. Complete the Sign Permit Application
3. The application shall be accompanied by:
 - a. A design/drawing containing the necessary information to enable the building official to determine that such sign complies with all regulations of the building and electrical codes of the city.
 - b. A drawing **to scale** of the proposed sign showing size, dimensions, type, height and other information as required by the City to establish compliance with the sign code.
 - c. A sketch or drawing **to scale** of the proposed location showing proposed height of installation and distances from all other signs and structures on the lot and public rights-of-way.
 - d. Every sign erected, constructed or maintained, for which a permit is required shall be plainly marked with the name of the person, firm or corporation erecting and maintaining such sign and shall have affixed on the front thereof the permit number issued for said sign by the city.
4. Sign permit fee is due at the time that the application is submitted.
5. Permit shall become invalid unless the work authorized by the permit is commenced within six (6) months after the time the permit is issued.

***Note: The city manager or his representative shall review all applications for a permit and accompanying documents within 30 business days of receipt of a completed application. Time for review shall not begin to run until a fully completed application with all required



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documentation has been submitted to the city, along with payment of the permit fee. Incomplete sign applications will not be accepted.

COMPUTATION OF SIGN:

- a. The area of a sign face shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof, the will encompass the extreme limits of the writing, representation, emblem, color, or other display, together with any material or color forming an integral part of the background of the display, or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets other regulations of the city and is clearly incidental to the display itself
- b. The sign area of signs with more than one sign face shall be computed by adding together the area of all sign faces visible from any one point.
- c. The computation of the sign area of a monument sign shall include the entire monument structure, as measured from the top of the ground, side to side, upon which any words, letters, figures, symbols, logos, fixtures, colors, or other design elements occur.

BASIC REQUIREMENTS FOR SIGNS:

WALL/AWNING SIGNS

All wall signs erected on business or industrial properties within the city shall consist of individualized channelized letters or characters powered by electric strips.

- Sign shall be securely fastened to the building
- Sign shall not project beyond the building face by more than (2) two feet.
- Awning signs may not project beyond the building face by more than (4) four feet
- Maximum sign area for wall signs:
 - a. Premises with a wall face of 2,000 square or less, **90 sq ft**
 - b. Premises with a wall face over 2,000 square feet, **5% of the wall face or 150 sq ft or whichever is less**
- Maximum sign letter height on wall signs:
 - a. Premises with wall face of 2,000 square feet or less, **three (3) feet**
 - b. Premises with wall face over 2,000 square feet, the three foot letter height may be increased by three (3) inches per additional 100 square feet of wall face, but not exceeding a letter height of five (5) feet in any case.



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- On all wall signs larger than 90 square feet placed about an entrance to a building, must be a minimum of 24 inches of clear vertical space between the top of the building entrance and the bottom of the wall sign
- Projecting signs shall be mounted a minimum of eight (8) ft from grade level above pedestrian areas and 14 ft above vehicular areas

WINDOW SIGNS

Window displays shall not exceed 25% of the window area or building face in commercial or industrial zones.

FREE STANDING SIGNS

Freestanding signs with translucent sign faces shall be composed of pan molded background with embossed copy

- Must be permanently attached to the ground, wholly independent of any building support
- Primary structural material shall compliment the primary building material
- Must be centered **15 ft** behind the property line and shall be with property line at least **5 ft** off the right of way.
- **No freestanding sign shall be located within 30 ft of an existing freestanding sign or within 30 ft of an intersection of street right-of-way.**
- Stanchion signs erected along major thoroughfares (except interstate signs) shall be at a height of **22 ft**.
- Monument signs shall not exceed 6 ft in height; Monument signs shall not exceed **60 sq ft** of total area (including signage and structure).
- Landscaping shall be required at the base of all such signs. Plantings should be at least 12 inches in height but no more than 18 inches. Plants should utilize a mixture of greenery and/or flowering plants which shall be properly maintained and free of weeds. **A landscape plan meeting the requirements shall be submitted to the public works director or his designee**
- Address numbers eight (8) inches in height shall be applied to the base of the sign in a contrasting color for emergency identification
- Interstate signs can only be allowed for commercial zoned properties located on land owned or leased (and physically occupying such business) if property contains no less than 50 feet of frontage contiguous to an interstate highway right-of-way. Owner must own at least one acre of land, with one side of which is lying immediately contiguous with no less than 50 ft to the right-of-way of said interstate.
- Interstate signs shall not exceed 100 feet in height and not to exceed 200 square ft in sign area.



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- Stanchion signs for multiple business parcels exceeding 3 acres shall not exceed 120 sq. ft.; Less than 3 areas shall not exceed 90 sq. ft.; parcels less than 30,000 sq. ft in size shall not exceed 70 sq. ft. Stanchion signs for a single business parcel shall not exceed 120 sq. ft
- Billboard signs are only allowed along I-75. The sign face of a billboard shall not exceed 14 ft in height or 48 ft in length for a limitation of 672 sq ft (sign area); billboards shall not be erected more than 75 ft in height. Tri-vision technology must be used. Billboard signs cannot be within 500 ft of an existing billboard, nor shall any billboard be erected within 500 ft of any public park, public playground, public green space, public recreation area or residentially zoned property

TEMPORARY FOR SALE/LEASE SIGNS:

Vacant and undeveloped properties may house one freestanding sign not exceeding 12 feet in height from ground level.

The size of such sign is limited as follows:

- Signs for multiple business parcels exceeding three acres in size, 120 square feet;
- Signs for single business parcels exceeding three acres in size, 90 square feet; and
- Signs for parcels less than three acres in size, 60 square feet.
- Provided, however, that an unlimited number of freestanding signs with sign faces of 16 square feet or less and 12 feet in height or shorter are allowed during a political election, between the date of close of filing for qualification of candidates and final determination on each ballot issue or candidate, and no permit shall be required for such sign during an election period.
- Such property may contain no more than one standard informational sign, which is a stake sign located no closer than 10 ft. to the back of the curb or from the edge of the pavement on streets with no curbing.
- No part of the placard is closer than ten feet to the back of the curb or from the edge of the pavement on streets with no curbing, provided, however, that an unlimited number of standard informational signs are allowed during a political election, between the date of close of filing for qualification of candidates and final determination on each ballot issue or candidate.
- No fee or permit is required for such standard information signs. No such standard information sign shall be erected on vacant or undeveloped property without the express permission of the owner of such property.



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TEMPORARY GRAND OPENING/SPECIAL PROMOTION SIGNS:

1. Temporary signs are allowed for grand openings and special promotions. Limited to 3 times per year for a maximum of 10 days each. These signs are limited to no more than one promotion per calendar quarter. A maximum sign letter height of 3 ft; not to exceed 40 sq ft in area.
2. Use of a special banner sign to be displayed in lieu of a building-mounted sign pending the arrival and installation of such building-mounted sign may be displayed for a maximum period of 60 days from the date of the first display, including Saturdays, Sundays, and holidays. Such signs must still be approved. Positively no extensions will be granted.

GENERAL RULES:

1. Each business located within 1 parcel of property and fronting on only one roadway, other than a designated shopping center or office park, shall be allowed one freestanding sign, one building-mounted sign and instructional signs as necessary.
2. Businesses located with frontage along two roadways will be allowed one freestanding sign and one building-mounted sign on each frontage. At no time shall a single business have more than five building mounted and freestanding signs.
3. No single business shall have more than 2 freestanding signs.
4. Two (2) freestanding signs on a single parcel shall be allowed for businesses that hold two or more exclusive franchises to sell products provided that (a) the business sales new products with at least 2 separate manufacturing corporations that have a sale price that averages no less than \$10,000 per item; (b) there must be a minimum of 375 linear ft of road footage on the side of the parcel where the second freestanding sign would be placed; (c) there must be a minimum of 100 linear ft between the two signs and the signs must be placed at least 50 linear ft from the corner boundary line of the parcel; (d) on a frontage where there are 2 freestanding signs on a single road frontage, both signs shall be monument signs; (e) a minimum of 25% of the inventory of each new product offered for sale at a price of not less than \$10,000 must be maintained on the premises to qualify for the additional sign permitted.
5. Apartments, churches, condominiums, and school are allowed one monument sign not to exceed 6 ft in height and 60 sq ft is allowed.

Basic rules and regulations are presented in this document. For the complete version of the Sign ordinance for the City of Morrow, visit www.municode.com. Then click on municode library, next click on Georgia, then find Morrow, Morrow Code of Ordinances, and go to Title 8: Planning & Development, Chapter 5: Signs.

Submit **3** copies of your plans, sketches, and/ or drawings to the P+ED Department at Morrow City Hall located at 1500 Morrow Rd. Morrow, GA 30260 Attn: Marti Tracy, Zoning & Code Administrator. If you any questions, please call 678-902-0870 or email mtracy@cityofmorrow.com