

CHAPTER 7. SIGNS

Sec. 10-7001. PURPOSE AND FINDINGS

A. PURPOSE

The article is enacted for the following purposes:

1. To encourage the effective use of signs as a means of communication;
2. To maintain and enhance the aesthetic environment and the city's ability to attract sources of economic development;
3. To improve pedestrian and traffic safety;
4. To minimize the possible adverse effects of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign restrictions.
5. To prevent the destruction of the natural beauty and environment of the city;
6. To protect the public health, safety, and general welfare;
7. To restrict the continued existence of abandoned or nonconforming signs unless in compliance with the terms of this Article and to eliminate, over time, all nonconforming signs;
8. To ensure the fair and consistent enforcement of sign standards; and
9. To make it easy, quick and economically efficient to apply for a sign permit.

B. FINDINGS

1. The city finds that signs are a proper use of private property, are a means of personal free expression and a necessary component of a commercial environment. As such, signs are entitled to the protection of the law. In the absence of regulation, however, the number of such signs tends to proliferate, with property owners' desiring ever increasing numbers and sizes of signs, leading to cluttered and aesthetically blighted thoroughfares. In addition, the competition among competing sign owners for visibility of their signs contributes to safety hazards for both vehicles and pedestrians and undermines the sign owners' original purpose of presenting a clear message of its idea or identification of its premises.
2. The city further finds that the regulation of the size, height, number and spacing of signs is necessary to protect the public safety, to assure compatibility of signs with surrounding land uses, to enhance the business and economy of the city, to protect the public investment in the streets and highways, to maintain the tranquil environment of residential areas, to promote industry and commerce, to eliminate visual clutter and blight, to provide an

aesthetically appealing environment, and to provide for the orderly and reasonable display of signs for the benefit of all the city's citizens.

3. The city further finds that there is a substantial difference between signs erected by public authority and signs erected by private citizens or businesses. Signs erected by public authority are virtually all erected for the purpose of maintaining the public safety either through direct control of traffic or through provision of such type signage as street signs which enable the traveling public to know where they are located and to find where they are going. As such, with the exception of signs identifying government buildings, virtually all government signs are erected purely for public safety purposes. Moreover, their use in the public right-of-way is necessary to ensure their visibility to the motoring public. The city finds that public utility signs are frequently of the same nature as those signs erected by governmental entities in that they provide necessary information to safeguard the public from downed power lines and from street excavations. Even where signs serve a propriety purpose, such as identifying markings on utility poles, those signs are marked primarily for the purpose of benefiting the public generally through identification of locations where there may be temporary losses of power.
4. Signs and other structures belonging to East Point are exempt from this Ordinance.
5. The city further finds that some signage has a single targeted function and that identification of such signage by description is impossible without referring to its function. For instance, address numerals are used for the sole purpose of locating addresses, which is of benefit to persons looking for those addresses and is essential to public safety personnel responding to emergencies. Subdivision signs at the entrances to subdivisions favor a similar purpose in enabling both the traveling public and emergency personnel to quickly locate subdivision entrances for the purpose of either visitation or responding to emergency calls. While such signage is often referenced based upon the function it serves within the context of this ordinance, whenever possible, it is the intent of this ordinance to refer to signs unrelated to the content of the speech provided and to allow maximum expressive potential to sign owners.

Sec. 10-7002. DEFINITIONS

For the purposes of this chapter, the following definitions shall apply:

Abandoned sign: Any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, or missing letters or which is otherwise dilapidated, unsightly, or unkempt, and for which no person accepts maintenance responsibility. *(Prohibited)*

Animated sign: Any sign, or part of a sign, that uses any movement or change of lighting or color to depict action or *create a special effect or scene.* *(Prohibited)*

Area of sign: The area within a continuous perimeter enclosing the limits of writing, representation, emblem, or any figure of similar character, together with any frame or other

material or color forming an integral part of the display or used to differentiate such sign from the background against which such sign is placed.

Audible sign: Any sign, or part of a sign, that uses any movement or change lighting or color to depict action or create a special effect or scene. Any sign which emits a sound which is audible or emits a signal which can be converted into audible sounds, whether by radio or other means. *(Prohibited)*

Awning/canopy sign: Any sign that is a part of, or attached to, an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area.

Banner: A sign other than a flag with or without characters, letters, illustrations or ornamentation applied to cloth, paper, or fabric that is intended to be hung either with a frame or without a frame. Neither flags nor canopy signs are considered banners. *(Prohibited)*

Beacon: Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lots as the light source; also, any light with one or more beams that rotate or move. *(Prohibited)*

Billboard, traditional: A sign which may be supported by a pole structure, with an area of more than seventy-two (72) square feet but not more than six hundred seventy-two (672) square feet. The billboard directs attention to a business, commodity, service, or entertainment conducted, sold or offered at a location other than the premises on which the billboard is located. The billboard may either be illuminated or non-illuminated. This sign type does include dynamic digital billboards as defined by the ordinance. Below are examples of billboards. (Ord. No. 025-015, 03/16/2015)



Changeable copy sign: Any sign that incorporates changing letters or images to form a sign message or messages, whether such changes are accomplished electronically or manually. Changeable copy signs shall not incorporate changing lights or electronic images. *(Prohibited, except for a church/place of worship or school)*

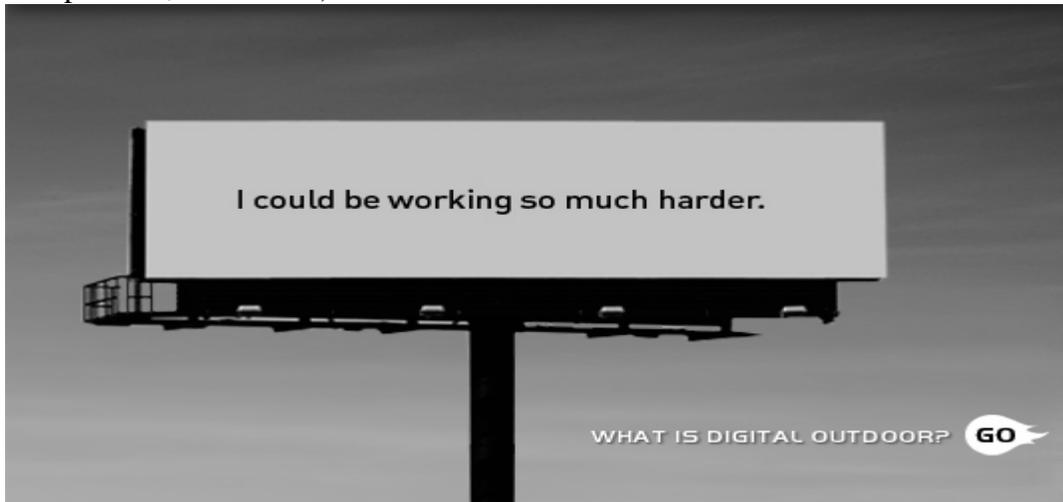
Direct Illumination: The light source originates on the face of the sign.

Directory sign: A single sign for multiple businesses, offices, professionals, industries, or other entities located within a planned center.

Directional signs: Any sign which points the way to public accommodations and facilities or commercial services.

Dynamic digital billboards: Digital billboards include a display that incorporates a technology or method that allows for multiple advertisements on one structure without physically or

mechanically replacing the sign face or its components. The signs also can be used to convey public safety messages. Digital billboards generally take the form of large LED displays, which function like giant TV screens, and show advertisements that change intermittently. (Prohibited, except in I-1, I-2 and BP)



Fall zone: An area equal to one hundred thirty-three percent (133%) of the height of the structure in every direction.

Flag: Any fabric or bunting containing colors, patterns, or symbols used as a symbol of a government or other entity or organization.

Flashing sign: A sign, the illumination of which is not kept constant in intensity at all times when in use and which exhibits marked changes in lighting effects.

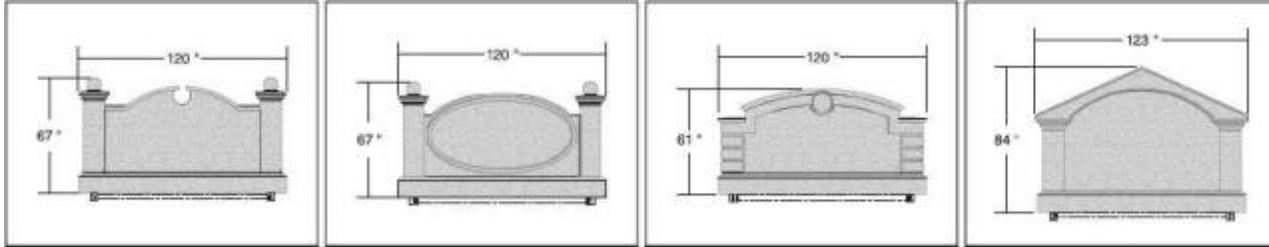
Free standing sign: Any sign supported by structures or supports that are placed on or anchored in, the ground and that are independent from any building or other structure. Permanently affixed sign which is wholly independent of a building for support with a base of a width not less than the width of the sign face.

Indirect illumination: The light source is projected on to the face of the sign.

Lot: A parcel of land that is of sufficient size to meet minimum zoning requirements for lot area, coverage, and use and that can provide such yards as required by the zoning standards.

Marquee, marquee sign: Any permanent structure projecting beyond a building or extending along and projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

Monument sign: "Monument sign" means a sign not erected on one or more poles or similar supports but erected to rest on the ground or to rest on a monument base designed as an architectural unit with the sign. Ground signs that are mounted generally flush with the surrounding grade. It may not be attached to a pole or pylon, nor raised by mounting on a man-made berm, wall, or similar structure. Below is an illustration of monument signs.



Multi-tenant: One or more buildings, located on a single premise, containing two (2) or more separate and distinct individual establishments, which occupy separate portions of the building and which are physically separated from each other by walls.

Mural: A very large image, such as a painting, applied directly to a wall. Murals are signs that promote public art and are not used for advertising.



Obscene: Material is obscene if to the average person, applying contemporary community standards, taken as a whole, it predominantly appeals to the prurient interest, that is, a shameful or morbid interest in nudity, sex or excretion; the material taken as a whole lacks serious literary, artistic, political or scientific value; and the material depicts or describes, in a patently offensive way, sexual conduct specifically defined as: (A) acts of sexual intercourse, heterosexual or homosexual, normal or perverted, actual or simulated; (B) acts of masturbation; (C) acts involving excretory functions or lewd exhibition of the genitals; (D) acts of bestiality or the fondling of sex organs of animals; or (E) sexual acts of flagellation, torture, or other violence indicating a sadomasochistic sexual relationship.

Permanent sign: Any sign which, when installed, is intended for permanent use. A permanent freestanding sign shall be of a type and construction as not to be easily or readily removed from the lot on which it has been erected.

Portable sign: A sign which is not permanently affixed to the ground or to a structure, including but not limited to signs on trailers or signs mounted or painted on vehicles which are parked in such a manner as to serve the purpose of a sign.

Principal building: The building in which the principal use of the lot is conducted. Nonresidential lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages, and other structures with clearly accessory uses shall not be considered principal buildings.

Projecting sign: A single or multiple faced sign which is designed and attached to, and extending outward from, a building's face and shall not extend more than twelve (12) inches from the wall. (Ord. No. 007-10 §, 03-15-2010)

Public sign: Any sign erected by a governmental entity.

Roof sign: Any sign erected and constructed wholly on and over the roof of a building, or supported by the roof structure.

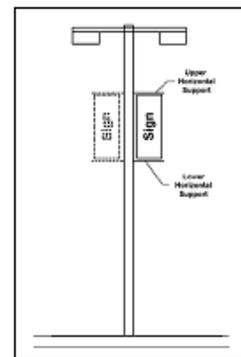
Sidewalk sign: A sign with two faces that is adjoined at the top and is displayed at an angle, which is not permanently anchored or secured.



Sign: Any name, identification, description, display, illustration, banner, string of lights or device which is affixed to or represented directly or indirectly upon a window, building, structure, vehicle or land in view of the general public and which directs attention to a product, place, activity, person, institution or business.

Sign face: That part of a sign that is or can be used for advertising purposes.

Street pole banner: Non-illuminated temporary banners mounted on light poles that announce unique areas or special/seasonal events.



Temporary event sign: A sign that is erected on private property informing citizens of upcoming civic events. Signs are permitted for a period of no more than sixty (60) days before and five (5) days after the event without obtaining a permit. Signs are permitted only for events sponsored by local governments, religious organizations, civic and community organizations. Signs may be

placed in the windows of commercial/office/retail establishments and shall not exceed a size of 36 inches by 44-inches (36"x44"). (Ord. No. 040-015, 10-19-2015)

Temporary sign: Any sign that is not permanently mounted.

Unified Development: A single development project reviewed, platted and permitted together that may or may not include outparcels.

Wall sign: Any sign attached parallel to a wall, painted on the wall surface or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building and which displays only one sign surface. No wall sign shall extend more than six (6) inches from any wall, building, or structure. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached.

Window sign: Any sign that is placed inside a window or upon the window panes or glass, either inside or outside the building, and is visible from the exterior of the structure. (*Prohibited*)

Sec. 10-7003. POWERS AND DUTIES

The Director is hereby authorized and directed to administer and enforce this article, unless otherwise specifically provided by resolution of the city council.

Sec. 10-7004. APPLICABILITY

The standards of this Article shall apply to all signs erected within the City of East Point.

Sec. 10-7005. PERMIT REQUIRED

It shall be unlawful to commence the erection, hanging, alteration, relocation, reassembly or repair of any sign as defined herein until the Chief Building Official has issued a permit for such work. Failure to secure a required permit shall be a violation of this chapter. A sign permit shall be required and a fee shall be paid according to the current fee schedule for all signs requiring a permit as provided herein. Any change in the permanent message shall require a new permit. A permit that is issued in violation of this Article is void. A permit does not create a vested right to maintain any sign which violates any terms of this Article or any other law. A sign permit shall expire 6 months after the issuance of the permit if construction of the sign has not begun. Sign permits shall be renewed on an annual basis and renewal rests upon the owner.

Sec. 10-7006. APPLICATION FOR PERMIT

Applications for sign permits required by this ordinance shall be filed with the Department of Planning and Zoning during normal business hours and shall include the following to be considered by the Permits Manager:

- A. The name, street address, and phone number of the owner of the property where the sign is to be installed along with a site plan showing the proposed location of the sign on the property.
- B. The type and purpose of the sign as defined in this Article.
- C. The value of the sign.
- D. The name, address, telephone number, and business license number of the sign contractor. All applications for signs which incorporate electricity must obtain an electrical permit.
- E. The zoning district in which the subject property is located and a statement of compliance with all requirements of the zoning district.
- F. If the applicant is not the owner of the property, a signed and notarized authorization by the property owner shall be included with the application.
- G. A description of the type of sign to be erected which shall include a schematic drawing of the sign indicating overall dimensions (height, width, square footage, shape and number of faces) and a photograph of the proposed sign location and other signs located on the property, the distance of the proposed sign from the subject property's boundaries, and all existing structures or buildings on the subject property.
- H. Sign details, including a proposed color scheme of sign, and scaled elevation of the size and height of the proposed sign from ground level and adjacent street level.
- I. For wall signs: Two sets of building elevations.
- J. All applications for signage shall be on a form provided by the Department of Planning and Zoning.
- K. Any additional information as required by the Director or his/her designee on an application form which shall remain on file at the Department.

Sec. 10-7007. DENIAL, REVOCATION, SUSPENSION AND VARIANCE

- A. The Director or his/her designee shall deny all applications for signs that do not comply with this ordinance.
- B. Revocation of permits. The Director or his/her designee may revoke a sign permit in those cases where an administrative determination has been duly made that false statements or misrepresentations existed as to material facts in the application or plans upon which the permit of approval was based. If it is determined that a sign was not constructed in accordance with renderings, drawings or specifications presented a

permit will be revoked. Sign permits shall be renewed on an annual basis and renewal rests upon the owner.

- C. Processing Time; Denial. The city shall process all complete and accurate sign permit applications within thirty (30) business days of the Department's actual receipt of a complete and accurate application and upon remittance of the appropriate sign permit fee. The Director shall give notice to the applicant of his/her decision in the office of Planning and Zoning on or before the thirtieth (30th) business day. If the decision of the Director is to deny the application, the decision shall state the grounds upon which the denial is based. Failure of the city to act within the thirty (30) day period shall be deemed an approval of the permit. If notice is given in conformity with this Section, notice shall be deemed to have been given upon the date of notification in the office of Planning and Zoning. Any application meeting the standards of this Article shall be granted. Any application not meeting the standards of this Article shall be denied.
- D. Suspension of permits. The Director or his/her designee may suspend a sign permit where an administrative determination has been duly made that an error or omission on the part of either the permit applicant or a government agency existed in the issuance of the permit. A new permit shall be issued in place of the incorrect permit after correction of the error or omission.
- E. Appeals. Any individual whose application has been denied or revoked may appeal the decision of the Director or his/her designee to the Planning and Zoning Commission within (30) days of notification of denial or revocation. Once an applicant has notified the city of their intent to appeal, within ninety (90) days written notification of the Director or his/her designee's response shall be presented to the applicant. If written notification is not presented within 90 days then the appeal is determined in favor of the applicant.
- F. Variance. To apply for relief from any requirements in this ordinance, the property owner, or his or her representatives, may file for a variance with the Planning and Zoning Commission. That variance shall be considered in conformance with the procedures and standards contained in the City Code Part 10, Planning and Zoning, Chapter 2, Article I, APPEALS.

Sec. 10-7008. IDENTIFICATION LABELS

- A. With each sign permit, the permits manager shall issue a sticker bearing the same number as the permit with which it is issued. It shall be the duty of the permittee or his agent to affix such sticker to the sign in the lower right hand area so it is easily seen. The absence of a proper sticker shall be prima facie evidence that the sign has been, or is being, erected or operated in violation of the standards of this Article.
- B. The Director or his/her designee shall inspect all existing signs in the City to determine if such signs conform to the standards of this Article. Identification stickers shall be provided for all signs in order to identify existing conforming and nonconforming signs.

Sec. 10-7009. OCCUPATIONAL TAX CERTIFICATE, PUBLIC LIABILITY INSURANCE REQUIRED

It shall be unlawful for any person to engage in the business of erecting or maintaining signs within the city, unless and until such entity shall have obtained an occupation tax certificate and a certificate of insurance from an insurance company authorized to do business in the state evidencing that the entity has in effect public liability and property damage insurance in the sum of twenty-five thousand dollars (\$25,000.00) for property damage for any one (1) claim, and public liability insurance in an amount not less than one hundred thousand dollars (\$100,000.00) for injuries, including accidental death to one (1) person. The certificate of insurance shall state that the insurance carrier shall notify the city thirty (30) days in advance of any termination and/or restriction of the coverage, including nonrenewal, cancellation, and nonpayment of any premium.

Sec. 10-7010. PROHIBITED SIGNS

Any sign not specifically identified in this article as a permitted sign shall be prohibited except where otherwise permitted. Examples of signs which are prohibited are as follows:

- A. Banners, balloons, streamers, air gas filled figures.
- B. Painted window signs.
- C. Twirling, sandwich type, sidewalk or curb type signs, and portable displays.
- D. Series, lines or rows of lights whether supported by cables or other physical means.
- E. Promotional beacons, search lights or laser lights/images.
- F. Neon tubing, or bare bulb lights used in signage or encircling a window or outlining the structure.
- G. Electronic changeable copy signs, flashing, blinking, rotating, fluctuating, or otherwise animated signs shall not be permitted. (*Exception: Permitted in I-1, I-2 and BP zoning districts*)
- H. Signs that emit audible sound or permit visible smoke, vapor, particles or odor.
- I. Signs other than those belonging to local or state governments, public service agencies, railroads and the like shall not be located in the public right-of-way.
- J. Signs shall not be affixed directly to a tree or utility pole.
- K. Signs identifying a home based business
- L. Sign copy shall not be permitted on trash receptacles, vending machines or similar structures, except for copy that indicates product sold or dispensed from within the structure.
- M. No sign shall depict nudity, sexual conduct, obscene or pornographic material as defined in the United States and/or Georgia Codes.
- N. No sign shall advertise an activity which is illegal under federal, state or local laws.
- O. Billboards are prohibited in all zoning districts except I-1, I-2 and BP.
- P. Posters, placards, or signs affixed to or placed in windows are prohibited.
- Q. Signs not in good repair, in violation of codes, broken panels, chipped paint, damaged support structures, missing letters or abandoned signs which advertise an activity, business, product or service no longer conducted or available.
- R. Roof signs and signs which extend vertically above any portion of a roof of the applicable wall.

S. Portable signs when not attached to a motor vehicle including sign attached to or painted on vehicles which prevent the vehicle from being used for its intended purpose and that are legible from the public right-of-way area also considered portable signs;

T. Any sign not specifically provided for in this resolution is unlawful.

Sec. 10-7011. SIGNS WHICH REQUIRE NO PERMIT

The following shall not count toward the total amount of signage allowed and no permit is required so long as all standards in this Article are met, including those set forth below:

1. Numerals displayed for the purpose of identifying property location not to exceed eight (8) inches in height;
2. Flags, such as the flag of the United States, State of Georgia, or other government, corporate, agency, civic, charitable, religious, patriotic, fraternal or similar flag not to exceed more than four per site. Such flag shall be the greater of $\frac{1}{2}$ the primary sign height for the district or 15 sq. ft. whichever is greater in residential districts. Flags shall not be used for the purpose of advertising or selling any goods;
3. Signs that denote the words open and closed are allowed and may be directly illuminated (non- blinking) but may not exceed twenty-five (25) percent of the window area;
4. Door signs not to exceed one (1) square foot in size and not more than one (1) sign per door;
5. Temporary event signs provided all such signs are placed not more than sixty (60) days prior to the event and the sign shall exhibit the date of the conclusion of the event. Said sign shall not exceed 36-inches by 44-inches and shall be removed within five (5) days following the advertised event's conclusion; (Ord. No. 040-015, 10-19-2015)
6. Garage sale signs provided such signs are located out of the right-of-way and on private property with the owner's consent. Such signs shall be located no farther than one mile away from the property to which the signs refer, do not exceed one square foot in area and are removed within one day following the sale. Garage sale signs are exempt from the minimum lettering-numbering provisions;
7. Hiring sign. An advertisement sign for employment. Said sign shall be located behind the minimum yard setback and shall not exceed (4) four square feet in size and (3) three feet in height. Only one sign per business is allowed for the location for which employment is advertised;
8. Dangerous animal uniform symbols and signs. Dangerous animal and similar warning symbols and signs may be located wherever necessary to provide sufficient warning to the public;

9. Seasonal or holiday decorations associated with calendar holidays. These may include but are not limited to Christmas, Hanukkah, New Year, Easter, Halloween, Thanksgiving, and Fourth of July representations. No commercial message or copy shall be permitted in conjunction with a seasonal display. Each seasonal display may continue for a 15-day period in any one year except Halloween through New Year's, where a 61-day period is allowed;
10. Unilluminated real estate sales and lease signs in all but single-family dwelling districts provided they are removed within thirty (30) days of sale or of being eighty (80) percent leased. Such signs shall be unilluminated and limited to one on-premise sign per street frontage, and shall not exceed sixteen (16) square feet in area;
11. Unilluminated real estate sales and lease signs in AG-1 and single-family dwelling districts provided they are removed at the owner's expense within thirty (30) days of lease or sale. Such signs shall be limited to one on-premise sign per street frontage and shall not exceed sixteen (16) square feet in area along arterials and major collectors, or four square feet adjacent to all other streets. Subdivisions with fewer than eighty (80) percent of the lots have been sold shall be entitled to one such sixteen (16) square foot sign per access-providing street; and
12. Notice sign. Any notice or warning required by federal, state or local law, regulation or ordinance. Signs for no trespassing on private property allowed, but not exceeding (2) two square feet.

Sec. 10-7012. EXCEPTIONS (Permit required)

1. Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. Time periods shall not be consecutive. Banners shall not be more than twenty-four (24) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall not be erected in any landscape area or placed so as to impede off-street parking. Banners shall not be mounted by any permanent fastener when mounted to a wall. Banners shall be permitted in zoning districts C-1, C-2, CL, CR, MI and EI. (Ord. No. 007-10 §, 03-15-2010)
2. Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. Time periods shall not be consecutive. Banners shall not be more than sixteen (16) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall not be erected in any landscape area or placed so as to impede off-street parking. Banners shall not be mounted by any permanent fastener when mounted to a wall. Banners shall be permitted in zoning districts R-3, R-4, and R-5. (Ord. No. 007-10 §, 03-15-2010)

3. Grand Opening banners are allowed for one day **only**. Applicant must submit an application as required in section 10-7006 and meet all other requirements listed in 10-7012 (1) and (2). The fee is waived for **one day**. If a banner is erected for more than **one day** the permit fee must be submitted. Penalties will be added.
4. Changeable copy signs are permitted for churches/places of worship or schools. Signs may not be audible.
5. Electronic changeable copy signs, flashing, blinking, rotating, fluctuating or animated signs are permitted in I-1, I-2 and BP zoning districts. Signs may not be audible.

Sec. 10-7013. VIOLATIONS; PENALTIES

- A. Noncompliance. No person shall erect on any premises owned or controlled by that person any sign which does not comply with the standards of this Article.
- B. Dangerous or Defective. No person shall maintain or permit to be maintained on any premises owned or controlled by that person any sign which is in a dangerous or defective condition. Any such sign shall be removed or repaired by the permitted of the sign, the owner of the premises, or as otherwise provided for in this Article.
- C. Separate Violation. Each sign installed, created, erected or maintained in violation of this Article shall be considered a separate violation when applying the penalty portions herein.
- D. Public Nuisance. Any sign erected or maintained in violation of this Article is hereby declared to be a public nuisance.
- E. Notice. The Director shall give the permittee or sign owner ten (10) days written notice, based on the practical considerations of completing measures to comport with the standards of this Article, to correct the deficiencies or to remove the sign(s) which is in violation of this Article. If the permittee or sign owner refuses to correct the deficiencies or remove the sign, the Director will have the sign removed at the expense of the permittee or sign owner.
- F. Citations. If any sign or other device covered by this Article is, or is proposed to be, erected, constructed, altered, converted or used in violation of any provision of this Article, the Director or his/her designee shall issue a citation. Additionally, the city may seek an injunction for a continuing violation or take other appropriate action to prevent such unlawful erection, construction, alteration, conversion or use to correct or abate such violation. Any violation of this Article shall be an offense, and the violator shall be subject to a fine of up to one thousand dollars (\$1,000.00), imprisonment for up to sixty (60) days, or both.

Sec. 10-7014. GENERAL SIGN REGULATIONS

Nonconforming signs - Any sign that becomes noncompliant as a result of a change in these regulations is a nonconforming structure and shall be entitled to all rights herein. The following standards apply to nonconforming signs:

- A. No nonconforming sign shall be enlarged, extended, structurally reconstructed, moved, replaced or altered in any manner including the sign face except for normal maintenance as referenced in item C below.
- B. Destruction of the sign, by any means, to more than fifty-one (51%) percent of its replacement cost at the time of destruction, shall require that the sign be brought into compliance with the provisions of this article and resolution if reconstructed.
- C. Normal maintenance of nonconforming signs is allowable. Any repair or maintenance to more than 51 percent of the replacement cost shall require that the sign be reconstructed in conformity with the provisions of this article and resolution.
- D. No sign or advertising device shall be permitted on-site where a nonconforming sign referring to the same business on the same lot exists until the nonconforming sign has been removed or made to conform to the provisions of this article and resolution.
- E. Nonconforming signs may stay in place until one of the following conditions occurs:
 - 1. The advertised business ceases at that location for a period of more than thirty (30) days;
 - 2. The deterioration of the sign or damage to the sign makes it a hazard or renders it dilapidated, unsightly, or unkempt; or
 - 3. The sign has been damaged to such extent that more than minor repairs or a material change is required to restore the sign. No structural repairs or change in shape or size shall be permitted except to make the sign comply with all standards of this Article.

Abandoned signs - Any sign that is located on property which becomes vacant or unoccupied, or pertains to a business which does not currently conduct a business with a valid business license, or pertains to a product no longer being sold on the premises or pertains to a time, event or purpose which has passed or no longer applies for a period of 90 days shall be deemed to have been abandoned. Abandonment does not apply to billboard signs. Abandoned signs shall adhere to the following standards:

- A. Any abandoned sign including canopy or awning signs shall be prohibited in all zoning districts and shall be removed by the owner of the sign or owner of the property.
- B. The frame support structure of a freestanding abandoned sign may remain for a period of 6 months from abandonment, if no other ground signs exist on the property,

and it conforms to safety standards and all other applicable terms contained in this article and resolution. Within thirty (30) days of the sign being abandoned, the owner, agent or person having the beneficial use of the sign or property upon which the sign is located shall have the face of the abandoned sign structure replaced with a weatherproof blank face or similar materials of other panels on the structure or materials subject to approval by the Department of Planning and Zoning. Should the sign remain abandoned after a one year period, the complete sign structure shall be removed by the owner of the property or sign structure.

- C. Any abandoned sign that is inconsistent with any terms of this article and resolution shall immediately be altered to comply with the provisions of this resolution or be removed by the owner of such structure or property within 90 days of the abandonment.
- D. Abandoned tenant panel signs shall be removed or replaced in accordance with this article.
- E. The city shall remove any sign in violation of this ordinance, without giving notice to any party if;
 - a. Said sign is upon the public right-of-way or upon other public property; or
 - b. Said sign poses an immediate safety threat to the life or health of any members of the public.
- F. Following such removal or repair, the city may collect the costs as set by the East Point City Council for any reclaimed signs. Signs not claimed will be destroyed after fourteen (14) days.

Enforcement: Violations of this article and resolution shall be enforced by the Department of Planning and Zoning. It shall also be the duty of all officers and employees of the city and especially all members of the Police Department to assist the Planning and Zoning Department by reporting any seeming violation in new construction, reconstruction, alteration or relocation of any signs governed under this article and resolution. Appeal from the decision of the Department of Planning and Zoning may be made to the Planning and Zoning Commission.

Sec. 10-7015. REMOVAL OF UNLAWFUL OR DANGEROUS SIGNS

- A. Removal. The city may order the removal of any sign in violation of this Article by written notice to the permit holder; or if there is no permit holder, then to the owner of the sign; or if the sign owner cannot be found or cannot be determined, then to the sign erector and any party that procured the erection of the sign. If a permit has been issued, such notice shall operate to revoke the permit.
- B. Procedure Following Removal Order. If the sign is not removed within the time allowable the city shall remove or cause to be removed the sign and collect the costs

thereof as provided below.

- C. Removal without Notice. The city shall have removed any sign in violation of this Article, without giving notice to any party, if:
 - 1. Said sign is upon the public right-of-way or upon other public property or upon the pavement of a private street or drive; or
 - 2. Said sign poses an immediate safety threat to the life or health of any members of the public.
- D. Removal after Court Determination. Other than signs located in a public right-of-way, a sign shall be removed by the city after a final determination by a court that the sign is unlawful and should be removed. If the permittee or owner fails to remove the sign the sign may be immediately removed and disposed of by the city at the expense of the owner.

Sec. 10-7016. SIGN SPECIFICATIONS.

Location: All signs shall be located outside of any public right-of-way except where otherwise specifically permitted by provisions in this article. Any sign placed on public right-of-way except where otherwise permitted by this article shall be deemed illegal and shall be immediately removed by the responsible party or be subject to removal by the appropriate enforcement body. The Department of Planning and Zoning shall have the right to recover from the owner or person placing such sign the full cost of its removal and disposal.

Setback: Unless a more restrictive setback is specified in conditions of zoning, all signs shall set back at least ten (10) feet from the right-of-way or twenty (20) feet from the edge of pavement if a private street sign and no sign shall project over the right-of-way.

Height: The height of a sign shall be computed as the distance from the base of the sign structure at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of: (1) existing grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zoned lot, whichever is greater (surveyor's certificate required). Where the normal grade is below the normal grade of a public street, the sign base can be raised to the elevation of the normal grade of the street before the height limitations are applied (surveyor's certificate required). At no time shall any sign's overall height exceed the zoning district's height limitations.

Area: Sign area is calculated by squaring the area on one side of all sign faces. Signs are entitled to double faces and signs may have more than one single or double face signs as long as

the total area of the single sides do not exceed the maximum sign area allowed. Three and four sided signs are not allowed. Regardless of the geometric configuration of the sign, the sign face shall be calculated by adding the total squared areas of the polygons covering the sign face, including any open space within the polygons.

Graphics: Lettering and numerals on signs located next to limited access, arterial and major collector streets shall not exceed 8” in height and, next to all other streets, lettering and numerals shall not exceed 8” in height.

Safety: No sign shall obstruct or impair the vision of any vehicle operator at the intersection of any public rights-of-way, at any entrance onto or exit from a public road, or any other location where said obstruction could create a traffic hazard. No sign shall be constructed or located where by reason of its position, shape, wording or color, may be confused with an authorized traffic or emergency vehicle device. All signs shall be built in compliance with all applicable building and electrical codes.

Sign lighting. Sign lighting shall not be directed skyward and the source of light shall be effectively shielded from adjacent residential properties and streets. Sign illumination may be direct or indirect.

Sec. 10-7017. SIGN REGULATIONS BY ZONING DISTRICT

A. Agricultural District AG-1

Monument Sign

1. One, maximum thirty-two (32) square foot, identification monument sign or two (2) single faced identification monument signs not to exceed eight (8) square feet each for each side of a platted development entrance. Such sign shall identify only the name of the subdivision. Subdivisions with more than one identifiable section as shown on an approved preliminary plat may be allowed identification monuments of four (4) square feet on one side of the entrance to each section.
2. Indirect or direct illumination permitted.
3. Materials used to construct the monument’s exterior encasement shall be composed of brick, granite, stone or marble. Material requirement does not include the sign face.
4. Sign height may not exceed 8 feet in height.

Signs during Construction

1. One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed twelve (12) square feet in area and five (5) feet in height, and shall be allowed beginning with

the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.

Directional Signs

1. Signs shall not exceed 2 feet in height.
2. Company or subdivision logo **only**.
3. The words enter and exit may be on the directional sign and arrows pointing towards the direction of travel.

Flags

1. Flag shall be the greater of ½ the primary sign height for the district or 15 sq. ft. whichever is greater.

B. Single-family residential, CUP R-1, R-1A, RL, RT

Monument Sign

1. One, maximum sixteen (16) square foot, identification monument sign or two single faced identification monument signs not to exceed eight (8) square feet for each side of a platted development entrance, identifying the name of the subdivision only. Subdivisions with more than one identifiable section as shown on an approved preliminary plat may be allowed internal identification monuments of four (4) square feet on one side of the entrance to each section.
2. Indirect or direct illumination permitted.
3. Materials used to construct the monument's exterior encasement shall be composed of brick, granite, stone or marble. Material requirement does not include the sign face.
4. Sign height may not exceed 8 feet in height.

Signs during Construction

1. One (1) sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed twelve (12) square feet in area and five (5) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.

Directional Signs

1. Signs shall not exceed 2 feet in height.

2. Company or subdivision logo **only**.
3. The words enter and exit may be on the directional sign and arrows pointing towards the direction of travel.

Flags

1. Flag shall be the greater of ½ the primary sign height for the district or 15 sq. ft. whichever is greater.

C. Multi-family residential, R-2, R-3, R-4 and R-5

Monument Sign

1. One, maximum sixteen (16) square foot, identification monument sign or one (1) two-faced monument sign not to exceed eight (8) square feet for each side of the development's entrance identifying the name of the apartments/townhouses only.
2. Indirect or direct illumination permitted.
3. Materials used to construct the monument's exterior encasement shall be composed of brick, granite, stone or marble. Material requirement does not include the sign face.
4. Sign height may not exceed 4 feet in height.

Signs during Construction

1. One (1) sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed twelve (12) square feet in area and five (5) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.

Directional Signs

1. Signs shall not exceed 2 feet in height.
2. Company or subdivision logo **only**.
3. The words enter and exit may be on the directional sign and arrows pointing towards the direction of travel.

Flags

1. Flag shall be the greater of ½ the primary sign height for the district or 15 sq. ft. whichever is greater.

D. Commercial Redevelopment (CR)

Wall sign

1. One wall sign at the front of each place of business except on corner lots which are allowed two wall signs, one on each street facing wall. Wall signs shall not exceed forty-eight (48) square feet. All such signs shall not be less than twelve (12) inches from the top of the wall or building or closer than nine (9) feet from adjoining ground level. All such signs shall be constructed of brick, wood, plastic or metal materials. May be directly illuminated

Sidewalk sign

1. Sandwich and sidewalk signs are allowed not to exceed sixteen (16) square feet in size. Sign material should be of durable weather resistant PVC or hardwood. Lettering should not exceed 4' in height.

Signs during Construction

1. One (1) sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed twelve (12) square feet in area and five (5) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.

Banners

1. Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. Time periods shall not be consecutive. Banners shall not be more than twenty-four (24) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall not be erected in any landscape area or placed so as to impede off-street parking. Banners shall not be mounted by any permanent fastener when mounted to a wall. (Ord. No. 007-10, § 03-15-10)

Projecting Signs

1. The area of each projecting sign shall not exceed 12 square feet per sign face. Each projecting sign may not have more than two sign faces which shall be mounted back-to-back. Only one projecting sign shall be permitted per building. No other signs will be allowed with the permitting of a projecting sign. Projecting signs shall not extend more than three (3) feet into the public right-of-way, but in no case shall a projecting sign pose a hazard to pedestrians or any vehicles. The bottom edge of any projecting sign shall be at least eight (8) feet above the top of the curb of the street adjacent to the building upon which the sign will be attached. In no case, however, may the projecting sign extend above the roofline of the building. Projecting signs may be directly illuminated. To avoid a cluttered appearance and to help

ensure a high level of pedestrian visibility, projecting signs must be spaced at least 25 feet apart. Projecting signs may not extend vertically above the window sill of a second story. (Ord. No. 007-10, § 03-15-10)

Street pole banners

1. Street pole banners shall be mounted on light poles and not exceed twenty-four (24) square feet. Street pole banners shall not project over a city right-of-way. Street pole banners shall be allowed for a period not to exceed sixty (60) days per calendar year, and a maximum of thirty (30) days per event, with a minimum thirty (30) day break between events. Top and bottom portions must be securely affixed to banner brackets. Banners must be constructed of awning like materials and shall be professionally printed and tasteful in color and design. Signs which become tattered or torn while being displayed shall be immediately replaced or removed.

Murals

1. Murals shall be allowed to promote public art. No advertising shall be allowed.

Directional Signs

1. Signs shall not exceed 2 feet in height.
2. Company or subdivision logo **only**.
3. The words enter and exit may be on the directional sign and arrows pointing towards the direction of travel.

Flags

1. One flag may be erected per development. The flagpole shall not exceed thirty-five (35) feet in height. Flag dimensions shall be proportional to the pole such that the hoist side of the flag is not more than fifty (50) percent of the vertical height of the flagpole.

E. Commercial Districts (C-1, C-2, CL), Medical Institutional Districts (MI) and Educational Institutional Districts (EI)

Monument sign

1. One (1) identification monument per unified development which shall not exceed a maximum surface area of sixty-four (64) square feet and a maximum twenty (20) feet in height measured from finished grade. May be directly or indirectly illuminated.
2. One (1) identification monument for non-unified businesses shall not exceed a maximum surface area of twenty-four (24) square feet and a maximum six (6)

feet in height measured from finished grade. May be directly or indirectly illuminated.

3. Developments defined as unified developments consisting of outparcels requesting additional monument signs within the unified development may be submitted to the Department of Planning and Zoning for review and permitting. The developer shall submit a sign schedule, including details and a site plan that strategically identifies the location for each additional monument sign. The signs must be located such that more than one business can locate a panel on the sign. Additional monument signs within the unified development shall not exceed four (4) feet in height.
4. Panels displaying the names of each establishment in a unified development must be permitted. Space for each business establishment must be provided.
5. Electronic light emitting diode (LED) electronically changing signage is permitted in accordance with the following provisions:
 - a. The portion of the sign face which is capable of employing (LED) changing sign technology shall be limited to twenty percent (20%) or less of the total area of the sign face.
 - b. Each message displayed on any sign display shall remain static for at least ten seconds following the completion of its transition from the previous message. As used in this subsection "static" shall mean a display that is fixed in one position with no portion of the display being in motion or changing in color or light intensity.
 - c. When a message is changed electronically, the transition between a complete static display of the previous message and a complete static display of the next message shall be accomplished in two seconds or less. The transition period shall be measured as that period between the time that the previous message is static and fully illuminated and the next message is static and fully illuminated.
 - d. No changing sign may include animated, flashing, full-motion video or other intermittent elements. The transition period between two fully illuminated static messages displays in an electronically changed sign shall not be considered an intermittent element so long as the purpose of the changing light intensity is to fade or dissolve into the next message.
 - e. No changing sign may have any type of changing effect on the border of the sign that is not fully integrated with a static message display and which does not transition to the next static message display in the same manner as the rest of the display.
 - f. No display or other effect from any electronically changed sign shall cause a glare or other condition that impairs the vision of the driver of any motor

vehicle or which otherwise interferes with the safe operation of a motor vehicle. Such display or effect shall be considered an acute traffic hazard and shall be subject to the regulations contained in this chapter.

- g. An electronically changed sign which uses the scrolling of letters, numbers or symbols onto the sign face to form words or messages shall be allowed to appear on the sign face from only one direction for each static display. Messages transitions achieved by means of the scrolling of the letters, numbers or symbols shall be completed within two seconds and shall remain static for at least ten seconds following the completion of the transition from the previous message.
 - h. All signs shall appropriately adjust display brightness as ambient light levels change so that the brightness of the display does not cause a glare or other condition that impairs the vision of the driver of any motor vehicle or which otherwise interferes with the safe operation of a motor vehicle. The failure of an electronically changed sign to appropriately adjust display brightness as ambient light levels change shall be considered an acute traffic hazard and shall be subject to the regulations contained in this chapter.
 - i. No malfunction of a changing sign shall cause a glare or other condition that impairs the vision of the driver of any motor vehicle or which otherwise interferes with the safe operation of a motor vehicle. Any such condition resulting from a malfunction shall be considered an acute traffic hazard and shall be subject to the regulations contained in this chapter.
 - j. Permit applications for electronically changed signs must also include a certification from the owner or operator of the sign stating that the sign shall at all times be operated in accordance with this part and that the owner or operator shall provide proof of such conformance upon request of the director. Whether the sign is programmed from the site or from a remote location, the computer interface or other method that programs or controls the changing of the sign shall be available for inspection upon request of the director so that the director can determine the messages being displayed. If the information from the computer interface or other control method is not immediately available, the sign shall cease operation until such access can be provided.
 - k. Any general advertising sign which applies to employ changing sign technology shall be required to include as a part of its application, a statement which shall indicate whether the applicant is willing to allow law enforcement agencies to utilize its display capabilities to disseminate emergency messages. (Ord. No. 025-015, 03/15/2015)
6. Materials used to construct the monument's exterior encasement shall be composed of brick, granite, stone, or marble. Material requirement does not include the sign face.

Wall sign

1. One wall sign at the front of each place of business except on corner lots which are allowed two wall signs, one on each street facing wall. Wall signs shall not exceed twenty-five (25) percent of the wall elevation. All such signs shall not be less the twelve (12) inches from the top of the building. Signs may be directly or indirectly illuminated. Indirectly illuminated signs must have a downward illumination.

Signs during Construction

1. One (1) sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed twelve (12) square feet in area and five (5) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.

Banners

1. Banners shall be allowed for a period not exceeding thirty (30) days with no more than three (3) such thirty (30) day periods being permitted per calendar year per lot. Time periods shall not be consecutive. Banners shall not be more than twenty-four (24) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall not be erected in any landscape area or placed so as to impede off-street parking. Banners shall not be mounted by any permanent fastener when mounted to a wall. (Ord. No. 007-10, § 03-15-10)

Street pole banners

1. Street pole banners shall be mounted on light poles and not exceed twenty-four (24) square feet. Street pole banners shall not project over a city right-of-way. Street pole banners shall be allowed for a period not to exceed sixty (60) days per calendar year, and a maximum of thirty (30) days per event, with a minimum thirty (30) day break between events. Top and bottom portions must be securely affixed to banner brackets. Banners must be constructed of awning like materials and shall be professionally printed and tasteful in color and design. Signs which become tattered or torn while being displayed shall be immediately replaced or removed.

Flags

2. One flag may be erected per development. The flagpole shall not exceed thirty-five (35) feet in height. Flag dimensions shall be proportional to the pole such that the hoist side of the flag is not more than fifty (50) percent of the vertical height of the flagpole.

Murals

1. Murals shall be allowed to promote public art. No advertising shall be allowed.

Dynamic digital billboards

1. For every dynamic digital billboard permit that is issued one traditional billboard owned by the permittee must be removed. Billboards may not exceed thirty-five (35) feet in height. Regulations outlined in Sec 10-7017(F) apply to dynamic digital billboards in the C2 zoning district, excluding (d) height.

Directional Signs

1. Signs shall not exceed 2 feet in height.
2. Company or subdivision logo **only**.
3. The words enter and exit may be on the directional sign and arrows pointing towards the direction of travel.

F. Industrial Areas (I-1, I-2 and BP)

Monument sign

1. One (1) identification monument sign per unified development which shall not exceed forty-eight (48) square feet in surface area and a maximum twelve (12) feet in height measured from finished grade. May be directly or indirectly illuminated.
2. One (1) identification monument for non-unified businesses shall not exceed a maximum surface area of twenty-four (24) square feet and a maximum six (6) feet in height measured from finished grade. May be directly or internally illuminated.
3. Developments defined as unified developments consisting of outparcels requesting additional monument signs within the unified development may be submitted to the Department of Planning and Zoning for review and permitting. The developer shall submit a sign schedule, including details and a site plan that strategically identifies the location for each additional monument sign. The signs must be located such that more than one business can locate a panel on the sign. Additional monument signs within the unified development shall not exceed four (4) feet in height.
4. Panels displaying the names of each establishment in a unified development must be permitted. Space for each business establishment must be provided.

5. Materials used to construct the monument's exterior encasement shall be composed of brick, granite, stone or marble. Material requirement does not include the sign face.

Wall sign

1. One wall sign at the front of each place of business except on corner lots which are allowed two wall signs, one on each street facing wall. Wall signs shall not exceed twenty-five (25) percent of the wall elevation. All such signs shall not be less than twelve (12) inches from the top of the building. Signs may be directly or indirectly illuminated. Indirectly illuminated signs must have a downward illumination.

Murals

1. Murals shall be allowed that promote public art. No advertising shall be allowed.

Flags

1. One flag may be erected per development. The flagpole shall not exceed thirty-five (35) feet in height. Flag dimensions shall be proportional to the pole such that the hoist side of the flag is not more than fifty (50) percent of the vertical height of the flagpole.

Billboards

1. Billboards shall be at a minimum seventy-two (72) square feet and not exceed six hundred seventy-two (672) square feet and shall be located according to the following standards:
 - a. Along, and oriented toward, interstate only
 - b. At least 500 hundred feet from all residential or AG-1 zoning districts
 - c. Minimum thirty-five foot setback from the right of way
 - d. Shall not exceed seventy-five (75) feet in height
 - e. Minimum of 500 feet from any other billboards or free standing sign
 - f. The lot on which the billboard is located shall have sufficient area to accommodate the Fall Zone, and excepting the sign, no buildings, structures, or appurtenances shall be contained in the Fall Zone
 - g. Billboards placed along interstates must attain permission from the Georgia Department of Transportation

Dynamic Digital Billboards

1. Dynamic digital billboards shall be at a minimum seventy-two (72) square feet and not exceed six hundred seventy-two (672) square feet and shall be located according to the following standards:
 - a. Along, and oriented toward, interstate only
 - b. At least 500 hundred feet from all residential or AG-1 zoning districts
 - c. Minimum thirty-five foot setback from the right of way
 - d. Shall not exceed seventy-five (75) feet in height
 - e. Minimum of 500 feet from any other billboards or free standing sign
 - f. The lot on which the billboard is located shall have sufficient area to accommodate the Fall Zone, and excepting the sign, no buildings, structures, or appurtenances shall be contained in the Fall Zone
 - g. Billboards placed along interstates must attain permission from the Georgia Department of Transportation
 - h. Any permit for a dynamic digital billboard sign will include a maximum number of displays per cycle for the structure. No more than six (6) displays per minute will be allowed.
 - i. All such signs shall be programmed to automatically freeze in a single display in the event of a malfunction or computer error.
 - j. Signs must be time programmed to change the illuminance of the sign from day to night to maintain the brightness at a level similar to a traditional internally or externally lit sign. Dark backgrounds with light lettering or symbols are preferred between dusk and dawn to minimize detrimental effects. In any event glare, and excessive brightness in the field of view causes loss in visual performance or annoyance, to jeopardize health, safety or welfare, is to be avoided.
 - k. Should the Department of Planning and Zoning, at its sole discretion, until such time as an industry standard is developed, acting within accepted standards, find the sign, any display or effect thereon, to cause glare or impair the vision of the driver of any motor vehicle or which otherwise interferes with the operation of a motor vehicle, upon request, the owner of the sign shall, within one hour, reduce the intensity or contrast of the sign to a level acceptable to the Department, or make any other changes necessary to reduce the interference with the operation of a motor vehicle. Failure to make changes on request shall be cause for revocation of the permit.

2. Such displays shall contain static messages only, changed instantaneously, through dissolve or fade transitions, or other subtle transitions that do not have the appearance of moving text or images.
3. For every one dynamic digital billboard permitted two traditional billboards owned by the permittee must be removed.

Directional Signs

1. Signs shall not exceed 2 feet in height.
2. Company or subdivision logo **only**.
3. The words enter and exit may be on the directional sign and arrows pointing towards the direction of travel.

Sec. 10-7018. Severability

Should any article, clause or provision of this ordinance be declared by a court of competent jurisdiction to be invalid, such action shall not affect the validity of the ordinance as a whole or any part hereof other than the part hereof other than the part so declared to be invalid, it being the intent of the City Council of East Point that each article, clause and provision hereof be severable.