



Tameka Allen  
Administrator

**TO:** Tameka Allen, Administrator  
**FROM:** Charles Jackson, Deputy Administrator  
**DATE:** May 13, 2025  
**SUBJECT:** Illegal Signage Action Plan

---

## Background

The following information provides policy recommendations (or action plan) to remove and enforce illegal signage in the public rights-of-way areas of Augusta Richmond County. The action plan includes input from multiple Augusta Government departments including (1) Augusta Planning Department, (2) Augusta Law Department (3) Marshal's Office and (4) Augusta Engineering Department.

## Commission Directive

During the March 4, 2025, Commission meeting, the Administrator's Office was asked to coordinate an action plan of recommendations to address the public's concerns regarding illegal signage. The following action items were included in the Commissions directive. Staff responses are bulleted and italicized.

### **Fig. 1. Commission Assigned Action Items and Staff Responses**

#### **1. Obtain cost estimates to reinstall damaged traffic signs (AED)**

- *Cost estimate of \$500,000 (labor, vehicles/equipment and materials)*

#### **2. Written notification to the Richmond County Marshal's Office to also provide recommendations of sign enforcement along medians and rights-of-way**

- *Administrator's Office notified the Marshal's Office on March 8, 2025*

#### **3. Ensure that Planning Department representatives provide updates (re: sign removal) to the morning EOC briefings.**

- *Planning Department permanently appointed a staff person effective March 10, 2025.*

#### **4. Documented process of how the Planning Department coordinates its sign removal activities. As part of the final report, a section should include how Planning conducts/schedules these activities. (Planning)**

- *Deputy Director and Projects Coordinator will lead removal and enforcement activities*
- *Inspectors will perform daily removal in public areas (according to right-of-way size-traffic flow)*
- *Perform major "sweeps: twice a year and two (2) weeks after each election*



Tameka Allen  
Administrator

**5. Recommendation from the Law Department on possible ordinance revisions to enhance enforcement. (Law Department)**

- **The Augusta Law Department rendered the following legal opinion:**

*"Our ordinances have as much enforcement as possible to punish violators for placing signs in the right-of-way. Every sign in the right-of-way is a violation of our Ordinance 4-2-9(b), and every separate day that the sign is posted is another offense.*

*The maximum the State of Georgia allows any county to punish for an ordinance violation is 60 days confinement and \$1,000 in fines, which is already in our ordinance (twice, both in section 1-1-8 and 1-6-1). Therefore, we have the offense and the maximum penalty possible for posting signs in the right of way."*

**6. Recommendation from Planning to address grocery carts left in the public right-of-way or elsewhere (Planning, Marshal's Office, Legal).**

- (Recommended) Specialized activities to aid in enforcement include:
  - a. Cart Removal Program (contacting cart owners to retrieve carts)
  - b. Fines for Retailers (staff recommendation-in consultation with Law Department)
  - c. Cart Containment Systems (tracking or deactivation device to demobilize wheels on cart)
  - d. Public Reporting Mechanisms
  - e. Community Education

**NOTE:** The Marshal's Office will commit to both (1) removal and (2) enforcement on a monthly basis.

**Next Steps**

This report will be submitted for Commission review and discussion during the May 27, Committee meetings. The Administrator's Office will continue to monitor the coordinated activities among the respective departments.