

# MEMO

To: Planning Commission, Mayor Santini & City Council

From: Randy Mannino, David Hardegree, and Zack Arnold

Date: January 31, 2025

Re: *Text Amendment T25-01. Adding a portion of Old Mill Rd. to the list of allowed streets for electronic billboard signs.*

Cartersville Seventh Day Adventist Church, 311 Old Mill Rd., proposes a revision to the Sign Ordinance, *Section 20-25(2)(b), Electronic Freestanding Signs*, to add “Old Mill Rd. (beginning at, and including, the intersection with Terrell Dr. and running west)” as an allowed street section for electronic freestanding signs on non-residential use properties. Since electronic signs are currently allowed on Old Mill Road beginning at Henderson Drive, running west, this proposal would allow electronic freestanding signs further east along Old Mill Road.

Cartersville Seventh Day Adventist Church is proposing this change in order to allow for an updated and more visible sign for their property. The church intends to utilize the existing sign footprint to house the electronic sign.

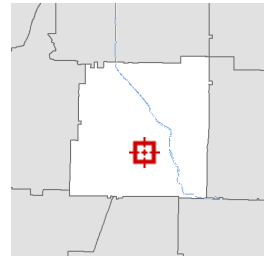
The current sign requirements for a non-residential sign in this area of Old Mill Road are: a maximum height of 10ft, a maximum total sign area of 32 sq. ft., and a non-electronic sign face.

The proposed electronic sign is also required to be at least 100ft. from a residential dwelling. The distance from the existing sign to the closest house on Terrell Drive. is approx. 472ft.



It should be noted that Cartersville Elementary School has a “legal non-conforming” electronic freestanding sign on this section of Old Mill Road. If approved, this text amendment would bring that sign into a conforming status.



#### Overview



#### Legend

-  Parcels
-  Roads

Parcel ID	C021-0001-002	Alternate ID	34769	Owner Address	GEORGIA-CUMBERLAND ASSOC
Sec/Twp/Rng	n/a	Class	Exempt		SEVENTH DAY ADVENTISTS
Property Address	311 OLD MILL RD	Acreage	4.75		P O BOX 12000
					CALHOUN, GA 30703

District Cartersville  
Brief Tax Description LT 12 LEAKE S/D LL LL822 D4  
(Note: Not to be used on legal documents)

Date created: 1/31/2025  
Last Data Uploaded: 1/30/2025 9:15:22 PM

Developed by  **SCHNEIDER**  
GEOSPATIAL

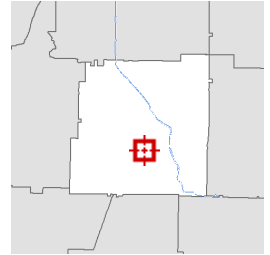










Overview



Legend

-  Parcels
-  Roads

Parcel ID	C010-0002-006	Alternate ID	33265	Owner Address	HAW RIVER PROPERTIES LLC
Sec/Twp/Rng	n/a	Class	Industrial		PO BOX 201228
Property Address	27 FREEMAN ST	Acreage	0.53		CARTERSVILLE, GA 30120
District	Cartersville				
Brief Tax Description	LL 339 D 4 Tract 2 plat 47-186				
	(Note: Not to be used on legal documents)				

Date created: 1/31/2025

Last Data Uploaded: 1/30/2025 9:15:22 PM

Developed by  **SCHNEIDER**  
GEOSPATIAL



**Application for Text Amendment(s)  
To Zoning Ordinance  
City of Cartersville**

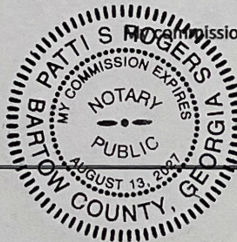
Case Number: T25-01  
Date Received: 12-19-2024

**Public Hearing Dates:**

Planning Commission 2-11-2025 1<sup>st</sup> City Council 2-20-2025 2<sup>nd</sup> City Council 3-6-2025  
5:30pm 7:00pm 7:00pm

**APPLICANT INFORMATION**

Applicant <u>Cartersville Seventh Day Adventist Church</u>		Office Phone <u>(770) 606-1933</u>
(printed name)		
Address <u>311 Old Mill Rd.</u>		Mobile/ Other Phone _____
City <u>Cartersville</u>	State <u>GA</u>	Zip <u>30120</u> Email _____
<u>New Beginning Signs and Graphics</u>		Phone (Rep) <u>(770) 387-1720, ext 209</u>
Representative's printed name (if other than applicant)		Email (Rep) <u>patti@nbsigns.com</u>
<u>Ashley Gilbert</u>		
Representative Signature		<u>Donald E. Dewey</u>
		Applicant Signature
Signed, sealed and delivered in presence of:		
<u>Patti S. Rogers</u>		My commission expires: <u>Aug. 13, 2027</u>
Notary Public		



**1. Existing Text to be Amended:**

Article II, Section 20-25, Subsection b,12

**Existing Text Reads as Follows:**

Old Mill Rd. (beginning at, and including, the intersection with Henderson Dr. and running west).

**2. Proposed Text:**

**Proposed Text Reads as Follows:**

Old Mill Rd. (beginning at, and including, the intersection with Terrell Dr. and running west).

(Continue on additional sheets as needed)



3. Reason(s) for the Amendment Request: \_\_\_\_\_  
Seventh Day Adventist Church would like to add an LED message board below their sign name,  
\_\_\_\_\_ replacing the interchangeable letter panel that is currently there. See the attached before and after  
\_\_\_\_\_ photos with specs.  
\_\_\_\_\_  
\_\_\_\_\_

(Continue on additional sheets as needed)

**REQUIREMENTS FOR FILING  
AN APPLICATION FOR TEXT AMENDMENT(S)  
CITY OF CARTERSVILLE, GA**

Completed applications must be submitted to the City of Cartersville Planning & Development Department, located at 10 N. Public Square, 2<sup>nd</sup> Floor. Cartersville, GA 30120.

**Requirements**

- 1. **Completed Application:** Include all signatures. Complete items 1, 2 and 3.
  
- 2. **Filing Fee:** A non-refundable filing fee of **\$400.00** must accompany the completed application.
  
- 3. **Public Notice Fee (Optional):** The applicant may choose to have city staff prepare and manage the public notification process outlined in **Requirement 4** below. If this option is requested, there is an additional, non-refundable fee of **\$50.00** which covers the cost of the newspaper ad and Publication affidavit.
  
- 4. **Public Notification:** The applicant is responsible for the following **public notification** process unless the applicant has requested that staff manage this process as outlined in **item 4** above:
  - a. Not less than fifteen (15) days and not more than forty-five (45) days prior to the scheduled date of the public hearing being the final action by the City Council and not less than ten (10) days prior to the Planning Commission meeting, a **notice of public hearing** shall be published in the legal notice section of the Daily Tribune newspaper within the City of Cartersville. Such notice shall state the application file number, and shall contain the location of the property, its area, owner, current zoning classification, and the proposed zoning classification. Such notice shall include both the Planning Commission and the City Council meeting dates. (See attached Notice of Public Hearing).



---

## Sec. 20-25. Freestanding signs.

All signs under this section require a permit.

- (1) *Location.* If a lot has more than one (1) street frontage and a freestanding sign is proposed on each street, then the freestanding sign allowed on each frontage can be no closer to the intersection of said streets than half the distance of the frontage on each street.
- (2) *Electronic freestanding signs.*
  - a. Electronic freestanding signs which are directly illuminated; exhibit animation; blink; change copy; display moving pictures or images; flash; contain light emitting diode (LED); and/or contain liquid crystal display (LCD) shall be prohibited for residential use properties and the downtown business district (DBD).
  - b. Electronic freestanding signs on nonresidential use properties shall be prohibited except when located adjacent to one (1) of the following roads:
    1. Burnt Hickory Road (beginning at, and including, the intersection with West Avenue and running north).
    2. Cassville Road (beginning at, and including, the intersection with North Erwin Street and running northwest).
    3. Church Street (beginning at, and including, the intersection with North Tennessee Street and running east).
    4. Collins Drive.
    5. Douthit Ferry Road (beginning at, and including, the intersection with West Avenue and running south until, and including, intersection with Indian Mounds Road).
    6. East Main Street, stationary electronic sign only (beginning at U.S. 41 and running east to the east side of the I-75 interchange).
    7. Felton Road (beginning at, and including, the intersection with Tennessee Street and running east until, and including, the intersection with U.S. 41).
    8. Gentilly Boulevard.
    9. Grassdale Road (beginning at, and including, the intersection with U.S. 41 and running north).
    10. Henderson Drive.
    11. Jones Street (within three hundred twenty (320) feet of the intersection with Aubrey Street).
    12. Martin Luther King Jr. Drive (between Roosevelt Street and Felton Street).
    13. ~~Old Mill Road (beginning at, and including, the intersection with Henderson Drive and running west).~~  
Old Mill Road (beginning at, and including, the intersection with Terrell Drive and running west).
    14. State Route 20.
    15. Tennessee Street.



- 
16. U.S. 41 and corresponding frontage roads.
  17. U.S. 411 and corresponding frontage roads.
  18. West Avenue (beginning five hundred (500) feet northeast of the intersection with Henderson Drive as measured from the centerline of Henderson Drive at West Avenue, and running southwest).
- c. Electronic freestanding signs, including animated illumination or effects; electronic sign; electronic sign, stationary; and/or flashing as defined herein, shall in no case exceed fifty (50) percent of total sign face.
  - d. No more than one (1) electronic freestanding sign may exist on a single lot.
  - e. No electronic freestanding sign may be located within one hundred (100) feet of a single-family residential dwelling.
  - f. Any permit for an electronic freestanding sign shall include a maximum number of displays per cycle for the structure. No more than six (6) displays per minute shall be allowed, and each display shall not change more frequently than once every ten (10) seconds.
  - g. 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. In any event, such signs may not have movement, or the appearance of or illusion of movement, of any part of the sign structure, design or pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating, or varying of light intensity.
  - h. All such signs shall be programmed to automatically freeze in a single display in the event of a malfunction or computer/system error.
  - i. The planning and development department shall be provided with an on-call contact person and phone number for each permitted electronic freestanding sign. The contact person must have the ability and authority to make immediate modifications to the displays and lighting levels should the need arise. In the event the contact person is unobtainable or unresponsive, the permit holder grants to the planning and development department the authority to access and disable the sign in cases of emergency or when the sign poses a threat to public safety.
  - j. All new electronic freestanding sign installations are required to submit to the city a report certifying that the daytime and nighttime light levels are compliant with the brightness level requirements stated in item (k) below.
  - k. Each sign must have a light sensing device that will adjust the brightness of the display as the natural ambient light conditions change to ensure the brightness is decreased in low light situations. Brightness levels may not exceed more than two-tenths (0.20) foot candles above ambient light levels (at measurement conditions) as measured at a distance of one hundred twenty-five (125) feet.
  - l. If the sign is located in the line of sight of a residential dwelling, such sign shall not operate at brightness levels of more than one-tenth (0.1) foot candles above ambient light levels (at measurement conditions) as measured to the nearest property line of the residential dwelling from the electronic sign.
  - m. In the course of investigating a brightness complaint, the planning and development department may request a certification of the brightness (under measurement conditions) by an independent contractor, if the sign has not been certified within the preceding twelve (12) months. If the investigation and certification indicate that the sign exceeds the brightness levels specified in this chapter, the owner of the sign shall turn off the sign until the brightness of the sign is brought

into compliance with this chapter within twenty-four (24) hours of a request. Compliance with these requirements will be at the owner's expense.

- (3) *Nonresidential use properties.* Freestanding signs in all nonresidential use properties except DBD shall comply with the following table of regulations:

**FREESTANDING SIGN REGULATIONS FOR NONRESIDENTIAL USE PROPERTIES**

<b>Location of Property Frontage</b>	<b>Maximum Number and Size of Sign</b>	<b>Maximum Height of Sign</b>
<ul style="list-style-type: none"><li>- East Main St./State Route 113 (beginning at, and including, U.S. 41 and running east)</li><li>- State Route 20</li><li>- U.S. 41 and corresponding frontage roads</li><li>- U.S. 411 and corresponding frontage roads</li><li>- West Ave. (beginning at, and including, the intersection with Henderson Dr. and running southwest)</li></ul>	<p>One (1) sign on each property frontage with maximum 120 square feet sign area.</p> <p>Freestanding signs on all outparcel lots shall be a maximum of fifty (50) square feet in area and a maximum fifteen (15) feet in height.</p>	20 feet
<ul style="list-style-type: none"><li>- Burnt Hickory Rd. (beginning at, and including, the intersection with West Ave. and running north)</li><li>- Cassville Rd. (beginning at, and including, the intersection with North Erwin St. and running northwest)</li><li>- Church St. (beginning at, and including the intersection with North Tennessee St. and running east)</li><li>- Collins Dr.</li><li>- Douthit Ferry Rd. (beginning at, and including, the intersection with West Ave. and running south until, and including, the intersection with Pine Grove Rd.)</li><li>- East Main St. (beginning at, and including, the intersection with Tennessee St. and running east to the intersection with U.S. 41)</li><li>- Felton Rd. (beginning at, and including,</li></ul>	<p>One (1) sign on each property frontage with maximum fifty (50) square feet sign area.</p> <p>Freestanding signs on all outparcel lots shall be a maximum of fifty (50) square feet in area and a maximum ten (10) feet in height.</p>	15 feet



the intersection with Tennessee St. and running east until, and including, the intersection with Roving Rd.) - Gentilly Blvd. - Grassdale Rd. (beginning at, and including, the intersection with U.S. 41 and running north) - Henderson Dr. - Old Mill Rd. (beginning at, and including, the intersection with Henderson Dr. and running west) - Tennessee St.		
All other streets not listed above	One (1) freestanding sign shall be allowed on each property frontage and shall have a maximum sign area of thirty-two (32) square feet.	10 feet

- (4) *Residential use properties.* Freestanding signs for all residential use properties shall not be directly illuminated, and shall comply with the following tables of regulations:

**FREESTANDING SIGN REGULATIONS FOR RESIDENTIAL USE PROPERTIES**

<b>Property Frontage Location and Development Type</b>	<b>Maximum Number and Size of Sign</b>	<b>Maximum Height of Sign</b>
Individual lots on all streets	One (1) freestanding sign shall be allowed on each property frontage and shall have a maximum sign area of six (6) square feet	4 feet
Residential subdivisions and/or developments on all streets	Two (2) subdivision or entrance signs per entrance shall be allowed into any subdivision or development and shall have a maximum sign area of thirty-two (32) square feet	6 feet

(Ord. No. 26-12, 5-3-12; Ord. No. 01-15, § 6, 3-5-15; Ord. No. 10-18, §§ 1, 2, 4-19-18; Ord. No. 12-18, § 1, 6-7-18; Ord. No. 34-19, § 1, 9-5-19; Ord. No. 19-22, § 1, 10-6-22)

SCOPE OF WORK: FABRICATE **ONE (1)** CABINET SIGN TO UL SPECIFICATIONS

- Powder Coated Structure and Cabinets
- High Definition LED Display
- LED Internal Illumination Upgrade
- Full Digital print on Each Replacement Face
- Full Repaint of Top Cabinet to Match
- Custom 3D Routed Address



AFTER

81"

72"

5" 3D Custom  
HDU Letters  
Painted Studded  
Double Sided

BEFORE



41"

36"