

**AN ORDINANCE TO AMEND
THE ZONING ORDINANCE OF THE CITY OF LAWRENCEVILLE**

The City Council of the City of Lawrenceville, Georgia hereby ordains that The Zoning Ordinance of the City of Lawrenceville is amended as follows:

Section 1. **Delete Article 7, Signs, Section 702.1 Billboard in its entirety and replace it as follows:**

702.1 Billboard

A sign, larger than 200 square feet in area.



Permitted Sign Dimensions

Maximum Height (including structure)

45 feet

Minimum Setback from Right-of-Way

50 feet

Maximum Sign Display Size

672 square feet- 14 feet (H) x 48 feet (W)

Quantity Permitted

Special Use Permit required

The standards for billboards shall also apply to digital billboards and multiple-display area billboards, unless otherwise provided in this Section;

1. Special Use Permit Required

Permitted in an HSB, LM or HM zoning classification located along the Georgia Highway 316/University Parkway Corridor with the approval of a Special Use Permit;

2. Restrictions

A. Georgia Highway 316/University Parkway Corridor

- 1.** Billboards shall be strictly limited to parcels of land located along Georgia Highway 316/University Parkway corridor extending from its intersections with Riverside Parkway and High Hope Road;
- 2.** Billboards shall be strictly prohibited along an arterial or collector roadway as classified on the Gwinnett County Long Range Road Classification Map;

3. All billboards (base and sign) shall be within one-hundred (100) feet of the Georgia Highway 316/University Parkway right-of-way;

B. Height

1. Billboards, including base and display area, shall not exceed an overall height of forty-five (45) feet, unless approved through the public hearing process;
2. No portion of a billboard display area shall be less than thirty-one (31) feet above grade;
3. Billboards adjacent to an elevated roadway may increase the height requirement to not more than forty-five (45) feet above the centerline elevation of Georgia Highway 316/University Parkway immediately adjacent to the subject property;

C. Maximum Sign Display Area

1. Billboards containing a single display area shall be limited to a Maximum Display Area of 672 square feet or fourteen (14) feet in height and forty-eight (48) feet in width;
2. Billboards containing multiple display areas shall be limited to three panels totaling a Maximum Display Area of 672 square feet. The Maximum Display Area for each display panel shall not exceed 224 square feet or fourteen (14) feet in height and sixteen (16) feet in width;
3. Billboard display area shall be limited to one (1) display area facing in any one direction. Each sign structure shall have no more than one (1) digital display per direction with a maximum of three (3) signs per structure;
4. Any extension, structure or temporary cutout extending beyond the display area of any billboard, excluding the aprons, is specifically prohibited;

D. Separation

Sign separation standards are not subject to variation;

1. Separation of billboards located along the northern segment of Georgia Highway 316/University Parkway shall be a minimum of 4,000 feet as measured along the right-of-way;

2. Separation of billboards located along the southern segment of Georgia Highway 316/University Parkway shall be a minimum of 4,000 feet as measured along the right-of-way;
3. Separation between billboards at intersections along Georgia Highway 316/University Parkway right-of-way shall be no less than six-hundred (600) feet;
4. Billboards (base or sign) shall not be located within five-hundred (500) feet of any property zoned RS-180, RS-150 or RS-60;

E. Setbacks

1. The base of a Billboard shall be setback a minimum of fifty (50) feet or a maximum of one-hundred (100) feet from the right-of-way of Georgia Highway 316/University Parkway, unless approved through the public hearing process;
2. The display area of a Billboard shall be within one-hundred (100) feet of the right-of-way of Georgia Highway 316/University Parkway;
3. Billboard display area shall be setback a minimum of ten (10) feet from the right-way of Georgia Highway 316/University Parkway, unless approved through the public hearing process;
4. Billboard display area shall be setback a minimum of sixty (60) feet from an intersecting or adjacent arterial or collector roadway as classified on the Gwinnett County Long Range Road Classification Map;

F. Design Standards

1. Billboards shall be designed and constructed to an engineering standard capable of withstanding one-hundred twenty-five (125) mile per hour (mph) wind velocity;
2. Billboards shall be freestanding;
3. Billboard (base, display area, supports) shall be constructed from a metal material with no more than two (2) upright support poles. Wood materials shall be prohibited in the construction or design of a billboard;
4. Billboard base and supports shall be uniformly painted or covered with other protected coatings. Color of base and supports shall be limited to black, dark brown or dark green;

5. No portion of the supporting structure shall be visible above the top of the sign display area;
6. A billboard may be constructed so as to provide back-to-back display areas facing opposite directions;
7. Billboards shall not rotate or have any moving parts;
8. No auditory message or mechanical sounds may be emitted from the sign;

G. EMC Design Standards and Restrictions

Billboards Display Areas may consist of a computer programmable sign capable of displaying figures, images, pictures, symbols or words altered or rearranged on-site or remotely without altering the Sign Display Area;

1. EMCs shall not interfere with any public safety vehicle or traffic control device;
2. EMCs shall have light sensors/monitors to control brightness as specified below for all times and all weather conditions; day, night, twilight, overcast skies and dark clouds. Excessive brightness is a distraction to vehicular traffic and as such is a hazard. Failure to control a sign's brightness will result in the sign being turned off until the brightness is within the standards;
3. Upon the request of the Director of Planning and Development, the agent/applicant/ owner of a Billboard located within the city limits shall provide a certification of the light intensity indicating compliance with the minimum standards of this Section. If the owner of a sign fails to control brightness within these limits the sign permit will be revoked. Should a permit be revoked the sign must be turned off immediately and remain off unless and until the sign is re-permitted. Re-permitting requires the owner to reapply in accordance with the procedures in place at the time of the new permit application, including paying fees required for a new permit;
4. EMC light levels shall not increase lighting or brightness levels by more than 0.30 foot-candles above ambient levels as measured using a standard foot-candle meter. The Billboard owner and installer shall provide a letter to the Planning and Development Department certifying that the light sensors are operational and in conformance with this standard;

5. All illuminated billboards other than EMC's must use base mounted LED, florescent or mercury vapor lights and shall be activated by photocells. Any additional lights, including but not limited to, neon, animation or running lights is specifically prohibited by this Ordinance;
6. Text messages shall not scroll or flash. All Text messages shall be static for a minimum of 10 seconds;
7. The display of video from an EMC is strictly prohibited regardless of applicant. Failure to abide by this ordinance will result in the revocation of an EMC permit;
8. Types of screens permitted include Color and Monochrome in Light Emitting Diode (LED);
9. For LED sign display areas no screen may have a density of less than 16 mm (Bulb Cluster Spacing on center);
10. All EMCs shall have a switch or circuit breaker located on the property that allows electrical power to be turned off. The Owner of each EMC shall provide to the Planning and Development Department contact information for a twenty-four (24) hour, seven (7) day/week contact person who has the authority and is able to turn off the sign promptly if a malfunction occurs. If at any time more than forty (40%) percent of the digital display lights malfunction or are no longer working properly, the owner of said EMC shall turn off the electronic display until repairs are made.
11. No EMC shall utilize, house or contain any interactive features or components or in any way function as an interactive sign.
12. In considering the Special Use Permit, the City Council shall consider whether the applicant has agreed to publish public service announcements for the benefit of the citizens of the City of Lawrenceville. Public service announcements shall include, but are not limited to, dates and times of meetings of the Mayor and Council of the City, and the date, time, and place of City elections. These announcements would be published in accordance with an agreement consented to by the applicant and made a part of the Special Use Permit.
13. All EMC Billboards shall meet all requirements of the Georgia Department of Transportation for construction, placement and operation of such billboards.

H. Fall Zone

In order to construct a billboard under the standards of this provision, the applicant is required to own a fee simple property interest in the site large enough for a Fall Zone. A Fall Zone shall be defined as an area large enough and set back far enough from any buildings, structures or property lines equal to 133% of the height of the entire structure in every direction. Within the Fall Zone, no buildings or other structures may be constructed;

I. Access

Each billboard site shall have a designated driveway access point which is shown on the site plan presented with the application. The applicant shall have a property interest specifically providing for ingress and egress to the site. The ingress and egress driveway shall be paved and two (2) additional paved parking spaces shall be provided for inspection, maintenance and supervision of the billboard;

J. Maintenance

Billboards, together with their supports, braces, guy-wires, and anchors shall be kept in good repair. A billboard and sign display area remaining unused for a period exceeding forty-five (45) days shall be considered a discontinued sign and shall be removed by the sign owner at their expense. All trash and unused materials shall be removed from the area by the sign owner;

K. Issuance of the Special Use Permit.

1. At the time of issuance of a special use permit for a billboard, the applicant shall complete a registration form that contains the name of the owner of the property, the tenants if the site is leased, the billboard company operating the billboard sign, addresses and telephone numbers of all interested parties, as well as, other contact information necessary to communicate with the billboard owners in the event of an emergency. The actual form of the registration shall be devised by the Director of the Planning and Development Department;
2. Should the City have a reasonable belief that the safety of a billboard may be in question, the Director of Planning and Development may request submission of an inspection report. The inspection report shall certify and guarantee that the billboard is being maintained in a sound and safe condition. It will certify that all the welds and structural components of the sign have been

physically inspected within the last two (2) months by a Professional Engineer Registered in the State of Georgia. The certification shall guarantee and certify that there is no structural weakness in the sign and that it will withstand the wind conditions established for a new permit in the existing billboard sign Ordinance. This certification shall be in a form acceptable to the Director of Planning and Development. The form shall contain a provision for the current operator to certify that it will hold harmless the City from any structural defects not disclosed in the report and will indemnify the City, its agents, employees and related parties from any liability resulting from a failure that occurs after the inspection. The certification required by this provision shall be executed by a certified professional engineer;

3. When property is annexed into the City of Lawrenceville and the property to be annexed already has a billboard constructed on the property at the time the application is filed, the owner shall submit with the annexation petition a registration form pursuant to paragraph 702.1.K.2 above and an inspection report pursuant to paragraph 702.1.K.2 above before the annexation hearing. The Property shall not be annexed unless this inspection report shows the billboard meets all existing regulations and requirements of the City;

IT IS SO ORDAINED, this ____ day of _____, 2022.

Mayor David R. Still

Attest: _____
City Clerk