

## Objectives

The objectives of this policy are:

1. To nominate, subject to the provisions of the City of Milledgeville and Historic Preservation Commission, the criteria where a single A-frame or sandwich board sign will be permitted for each shop or commercial premises within the historic district.
2. To enhance the appearance and safety of shopping areas or similar locations within the Milledgeville Historic District through a consistent approach to the size, presentation and placement of A-frame and sandwich board signs with a degree of flexibility as appropriate.
3. To provide that A-frame or sandwich board signs will not be permitted in areas outside the downtown shopping area or similar locations without the prior consent of the Commission.
4. That any signs that do not meet the criteria outlined in this policy may be subject to removal by the code enforcement office.

The proposed sign regulations reflect a mandate for quality urban design and the creation of "pedestrian friendly" activity centers. The regulations also recognize that commercial signage is indispensable to the downtown economy. Good signage presents a positive image and promotes that economy. The new regulations provide business establishments with an adequate amount of signage that may be utilized through a variety of creative and effective signing techniques.

The proposed sign standards will apply to all nonresidential properties and home-based businesses within the boundaries of the Historic District.

## PROPOSED SANDWICH BOARD SIGN AMENDMENT

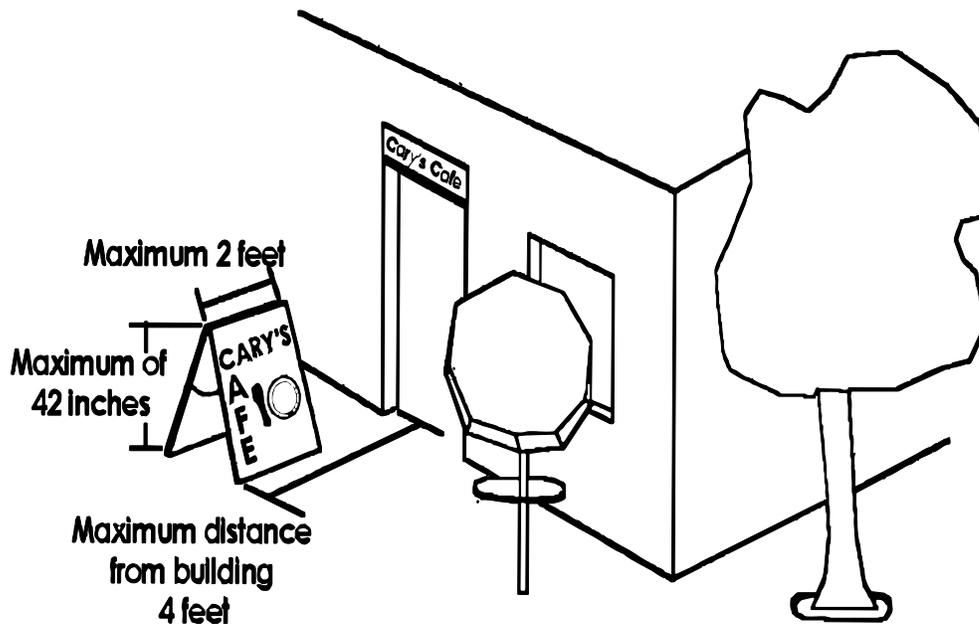
### Definitions

**SANDWICH BOARD SIGNS:** A sandwich board is a freestanding temporary sign, with no moving parts or lights, no larger than seven square feet total sign size; displayed outside a business, during business hours, to advertise the business, hours of operation, an event, a promotion, etc., (excluding real estate signage). It is not intended as permanent business signage.

One sandwich board sign, per street frontage, as follows:

### I. Location:

Signs may be placed on a sidewalk directly in front of the associated establishment. The sign shall be placed on that part of the sidewalk closest to the associated use and the nearest part of the sign structure shall not be separated by more than two (2) feet from the wall of the building. The sign must be placed so as not to interfere with or obstruct pedestrian or vehicular traffic and shall be in compliance with the City Code: however in any event, a minimum of five (5) feet of passage must be maintained on the sidewalk between the street and the sign. Signs may not be anchored to the sidewalk, or attached or chained to poles, newspaper vending boxes, or other structures or appurtenances.



### II. Size:

Any sandwich board sign shall not exceed two linear feet in width, with a maximum height of 42 inches. Within these specified maximum dimensions, creative shapes that reflect the theme of the business are encouraged (i.e., ice cream shops may display a sign in the shape of an ice cream cone).

### III. Appearance:

The sign must be constructed of materials that present a finished appearance. Rough-cut plywood is not acceptable. The sign frame shall be painted or stained wood or anodized aluminum or metal. Plastic framed signs are prohibited. Stenciled or spray painted signs are prohibited. Windblown devices, including balloons, may not be attached or otherwise made part of the sign (Special "one day" displays maybe approved through the Milledgeville Code Office or Chairman of the Historic Preservation Commission).. The sign lettering should be professionally painted or applied; a "yard sales" or "graffiti" look with hand

painted or paint stenciled letters is not acceptable, however, chalkboard signs shall be permitted. The written message of the sign should be kept to the minimum necessary to communicate the name of the business or a special message of the business. Lettering on the sign shall be small enough to not be legible from automobile traffic on the street. The message shall be changed no less frequently than on a weekly basis.

**IV. Lighting and Display Hours:** Signs may not be illuminated. The sign shall be removed at the end of the business day and will **only** be displayed during regular business hours. Sandwich boards must be weighted down or removed if winds gust to 20 m.p.h.

**V. Sidewalk Cafe/Restaurant Furniture:**

Sidewalk cafes/restaurants with approved tables, chairs, umbrellas or other permissible objects, including planters, associated with sidewalk cafes/restaurants as subject to all relevant Design Guidelines and/or Streetscape requirements of the City of Milledgeville, are not allowed to have a sandwich board.

**VI. Prohibited Signs and Devices:**

Signs made wholly or partially of highly reflective material or high visibility colors (i.e. neon color on black background), so as to generate a contrast between the sign and adjacent surfaces or the surrounding area.

**VII. Exceptions to Prohibited Signs and Devices:**

Umbrellas, as portable signs, at sidewalk cafes and barber poles, as attention attracting devices are permitted. Barbershops are entitled to display barber poles limited, in size, to 39 inches in height and eight inches in diameter. They shall be mounted to the building wall and shall not project higher than the highest part of the eaves. Low level, constant internal lighting may illuminate barber poles.

**The sandwich board ordinance will take effect immediately upon acceptance by city council.** All sandwich boards must comply with the regulations at that time. No "grandfathering" is permitted.

Any person erecting a sandwich board sign shall indemnify and hold harmless the City of Milledgeville and its officers, agents, and employees from any claim arising out of the presence of the sign on the City of Milledgeville property or rights-of-way.

A copy of the sandwich board permit must be attached to the board or readily available for inspection.

Milledgeville City staff may move/remove sandwich boards for municipal or safety purposes. (i.e. traffic issues, maintenance, etc.)