

AN ORDINANCE TO AMEND CHAPTER 54, SIGNS, OF THE MUNICIPAL CODE OF THE CITY OF PEACHTREE CORNERS, GEORGIA TO EXPAND FINDINGS AND PURPOSE STATEMENTS; TO ADJUST DEFINITIONS; TO UPDATE REGULATIONS; TO REPEAL CONFLICTING ORDINANCES; TO PROVIDE AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

WHEREAS, the City of Peachtree Corners is a duly constituted Municipality of the State of Georgia incorporated pursuant to H.B. 396 of the 2011 Session of the Georgia General Assembly; and

WHEREAS, the City Council has considered evidence that signs, if not appropriately regulated, are a threat to public safety as a traffic hazard, pose a detriment to property values, and lead to aesthetic harms; and

WHEREAS, the City Council desires to protect the health, safety, and welfare of the citizens of and visitors to the City, to preserve the quality of life, and to preserve the character of the community; and

WHEREAS, the City Council has determined that amending the City's sign code is desirable to serve these interests, so as to prevent and reduce negative secondary effects of unregulated signs; and

WHEREAS, Notice to the public regarding said public hearing has been duly published in The Gwinnett Daily Post, the Official News Organ of Peachtree Corners; and

WHEREAS, Public Hearings were held by the Mayor and City Council of Peachtree Corners on November 12, 2025 and November 18, 2025;

WHEREAS, this Ordinance shall become effective upon its adoption.

NOW THEREFORE, IT IS HEREBY ORDAINED by the governing authority of the City of Peachtree Corners, Georgia as follows:

Section 1: The City of Peachtree Corners Code shall be amended by adding (underlined words) and deleting (~~struck through words~~) to Chapter 54, Sections 54-1, 54-2, 54-3, 54-13, and 54-23 as follows:

Sec. 54-1. – Findings and purpose.

The city council finds that signs provide an important medium through which persons may convey a variety of noncommercial and commercial messages. However, left completely unregulated, signs can become a threat to public safety as a traffic hazard, a detriment to property values, to the city's general public welfare, as well as create an aesthetic nuisance. The purpose of this chapter is to regulate signs within the City to ensure that they are appropriate for their respective uses, in keeping with the appearance of the affected property and surrounding

environment, and to prevent deleterious secondary effects that would harm the public health, safety, and general welfare. The provisions of chapter have neither the purpose nor effect of imposing any limitation or restriction on the constitutionally-protected content or reasonable use of signs, but rather to encourage and facilitate the effective use of signs as a means of communication in the City. Some signage has a single targeted function and identification of such signage by description is impossible without referring to its function. For instance, address numerals are used for the sole purpose of providing addresses, which is of benefit to persons looking for those addresses and is essential to public safety personnel responding to emergencies. Signs at the entrances to subdivisions or major developments favor a similar purpose in enabling both the traveling public and emergency personnel to quickly located entrances for the purpose of either visitation or responding to emergency calls. While such signage is referenced based upon the function it serves within the context of this chapter, the provisions of this chapter are unrelated to the content of the speech provided and allow maximum expressive potential to sign owners. Holiday decorations, such as strings of light, are not signs, but rather seasonal ornamentation not controlled by this chapter. The city council specifically finds that these sign regulations are, and should be construed to be, narrowly tailored to achieve the compelling and substantial governmental interests of traffic safety and aesthetics, and that these regulations are the least restrictive means of achieving these interests. The city council relies on established Supreme Court precedent, including but not limited to: *City of Austin, Texas v. Reagan Nat'l Adv. of Austin, LLC*, 596 U.S. 61 (2022); *Reed v. Town of Gilbert, Ariz.*, 576 U.S. 155 (2015); *Metromedia, Inc. v. City of San Diego*, 453 U.S. 490 (1981); and *Central Hudson Gas & Electric Corp. v. Public Service Comm'n*, 447 U.S. 557 (1980). By enacting the ordinance from which this chapter is derived, the city council intends to:

- (1) Balance the rights of persons to convey their messages through signs and the right of the public to be protected against the unrestricted proliferation of signs;
- (2) Protect the public health, safety, and welfare of the citizens and others within the city;
- (3) Reduce traffic hazards, pedestrian hazards, and other hazards;
- (4) Promote and maintain the aesthetic qualities of the city;
- (5) Protect property values by minimizing the possible adverse effects and visual blight caused by signs;
- (6) Promote economic development;
- (7) Ensure the fair and consistent enforcement of sign regulations.

Sec. 54-2. – Definitions.

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Commercial message means any sign text, logo, or other representation or image that directly or indirectly names, advertises, or calls attention to a business, product, service, sale or sales event or other transactional activity.

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Department means the city community development department ~~of planning and development~~, and any associated subordinate divisions, sections, and units thereof.

Director means the director of the community development department ~~of planning and development~~, who may act through designees.

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Noncommercial message means any message on a sign that is not a commercial message.

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Person includes the terms “individual,” “firm,” “partnership,” “corporation,” “association,” and all other legal entities ~~except governmental bodies~~.

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Sign means an object, device, display, or structure, or part thereof, that is visible from a public right-of-way, and which is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination, or projected images.

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~~*Sign, off premises*, means a real estate sign which advertises or directs attention to property other than on the premises on which the sign is located.~~

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~~*Subdivision directional sign* means an off premises sign which provides directions to property. Subdivision directional signs are placed at intersections, directing traffic to a specific project.~~

~~*Temporary sign* means a sign of a non-permanent nature, including portable signs, weekend directional signs and sidewalk (sandwich) signs, as defined by this section.~~

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~~*Weekend directional sign* means an off premises sign which provides directions to property.~~

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Sec. 54-3. – General provisions.

- (a) It shall be unlawful for any person to post, display, ~~alter the structure~~, or erect a sign that is prohibited in the city. It shall be unlawful for any person to post, display, alter the structure of, or erect a sign without a sign location permit or temporary sign permit, if such a permit is required under this chapter. A change in the copy of a sign or advertising device shall not constitute an alteration.

(b) Notwithstanding any other provision of this chapter, to the extent that this chapter allows a sign containing commercial content, it shall allow a noncommercial sign to the same extent. The noncommercial message may occupy the entire sign area or any portion thereof, and may substitute for or be combined with the commercial message. The sign message may be changed from commercial to noncommercial, or from one noncommercial message to another, as desired by the sign's owner, provided that the sign is not prohibited, and the sign continues to comply with all provisions of this chapter.

Sec. 54-13. – Signs exempt from specified provisions of this chapter.

The following types of signs are exempt from the permitting requirements of this chapter, ~~unless otherwise expressly prohibited under section 54-9 but must comply with all other applicable regulations of this chapter.~~ However, ~~all of these signs shall abide by the height and setback requirements as specified in section 54-16 (sign table).~~

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(7) One official sign per road frontage, as required by the state, identifying on the premises of vehicle emissions inspection stations licensed by the state, not to exceed four square feet.

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Sec. 54-23. – ~~Subdivision directional signs.~~ Reserved.

~~Subdivision directional signs shall be permitted within any zoning district, provided they serve a temporary purpose, are maintained in an attractive and sound manner, and are removed at the owner's expense. They are intended to encourage parties involved in subdivision development projects in proximity to one another to work together and place directional information for multiple projects on one sign or sign structure. Subdivision directional signs may be allowed for a period of time from the beginning of the project until ten days following the sale of the final property. Subdivision directional signs shall be subject to the following requirements:~~

- ~~(1) Shall not be located within ten feet of the pavement of any street and shall not be permitted on any public right of way.~~
- ~~(2) Shall not be illuminated or affixed in any manner to trees, street or light poles, utility poles, other signs or sign structures.~~
- ~~(3) Shall be made of wood.~~
- ~~(4) Shall include the name, address and phone number of the owner or party responsible for the removal and maintenance of the sign. This information must be written in weatherproof ink or paint on at least one face of the sign in letters not exceeding one-half inch in height.~~

- ~~(5) Shall be located no greater than two miles or two intersections as shown on the long range road classification map, whichever is greater, from the project or property to which they refer, as measured along existing streets.~~
- ~~(6) Signs prohibited under this chapter shall not be used as a subdivision directional sign.~~
- ~~(7) Subdivision directional signs shall not exceed 24 square feet in total sign area per face with no one project allowed more than four total square feet per face (four projects per face) and shall not exceed eight feet in height, excluding embellishments which shall not exceed two feet above the maximum height of the sign structure.~~
- ~~(8) Subdivision directional signs shall be limited to four per intersection with no more than one per corner.~~
- ~~(9) Subdivision directional signs shall be located within 200 feet of an intersection but no closer than 20 feet from the intersection.~~
- ~~(10) These signs require a sign permit.~~

Section 2: All ordinances and parts of ordinances in conflict with this ordinance are hereby repealed.

SO ORDAINED AND EFFECTIVE, this 18 day of November, 2025.

Approved:



Mike Mason, Mayor

ATTEST:



Rocio Monterrosa, Deputy City Clerk



VOTE: N/A Sadd / N/A Christ / N/A Wright / N/A Mason / N/A Sawyer / N/A Douglass / N/A Gratwick