



ELECTRONIC MESSAGE BOARD **SIGN PERMIT** **APPLICATION PACKAGE**

**(Electronic Message Board Signs and Electronic Price Signs
ONLY)**

- **“How to Obtain and Electronic Message Board Sign Permit”**
- **Electronic Message Board Signs Permit Application Form**
- **Existing Signage Removal Affidavit**
- **Electronic Message Board Sign Permit General Information**
- **Building Permit Application (if required)**

HOW TO OBTAIN AN ELECTRONIC MESSAGE BOARD SIGN PERMIT

***** KEEP FOR YOUR RECORDS *****

- Step 1. Verify Business Location is in the Snellville Municipal City Limits.** Verify the physical business location is in the municipal city limits of Snellville. Four different Postal Zip Codes (30017, 30039, 30052, and 30078) serve the greater Snellville and South Gwinnett area; however, they may not necessarily be located within the City limits. To verify that your business location is within the municipal city limits of Snellville, please review the City of Snellville Street Listing on the City's website (www.snellville.org) or call the Department of Planning & Development 770.985.3514 to have your location confirmed. If the location is not within the Snellville City limits, you will most likely need to contact Gwinnett County Planning & Development 678. 518.6000.
- Step 2. Verify Zoning of Property.** Verify that the physical business location is properly zoned to allow the proposed use of the property. If the zoning for the business location does not permit the proposed use of the property, a Rezoning Amendment, Land Use Plan Amendment, or Conditional Use Permit would need to be applied for (by the property owner) and approved through a Public Hearing before the Mayor and Council. Please call the Department of Planning & Development 770.985.3514 to check the current Zoning District classification for the business location. You should review the Zoning Districts and permitted uses on the City's website (www.snellville.org) to determine which Zoning District(s) would permit the use of the proposed business.
- Step 3. Review Sign Ordinance.** Review the Snellville Zoning Ordinance, Article 12, Signs (www.snellville.org) to ensure compliance with the City's Ordinance.
- Step 4. Obtain an Electronic Message Board Sign Permit Application Form and information package.** These may be obtained by visiting the Department of Planning & Development, City of Snellville, City Hall, 2342 Oak Road, 2nd Floor, or by calling 770.985.3514, or printed from the City's website (www.snellville.org).
- Step 5. Complete the Electronic Message Board Sign Permit Application Form,** attach the required:
- a) **Electronic Message Board Sign Details** (with dimensions, illumination, and operational information);
 - b) **Monument/Free Standing Sign Site Location Plan** (provide the following if adding an Electronic Message Board Sign to a monument or free standing sign: sign location indicated and all road frontage(s), setbacks from R/W, setbacks from top of curb or edge of pavement);
 - c) **Photographs of all Existing Signage** (for the business, or property if a standalone business);
 - d) **Photograph of Business Storefront** (if utilizing Electronic Message Board Sign as part of window & door signage), show dimensions of all windows and doors;
 - e) **Building Permit Application** (if applicable); and
 - f) **\$15.00 Review Fee.**
- Step 6. Submit the Complete Application "Package".** Typical office hours are 8:00 a.m. to 5:00 p.m. Monday through Friday, except holidays. The review and issuance of sign permits is a "**Drop-Off Process**" for the initial review. If a Building Permit is also required for the sign, structural and electrical drawings must be submitted, reviewed and approved by the Building Plan Review Unit prior to the issuance of the Building Permit. You may also submit your completed application and review fee remittance by U.S. Mail or Overnight Delivery. **We do not accept faxed or emailed applications.**
- Step 7. Application Review and Site Inspection.** Applicants will be notified within **15 business days** following application submittal of permit approval or denial. Applications determined to be incomplete or that contain information that is determined to not be in conformance with the Snellville Zoning Ordinance, Article 12, Signs will be denied and will require a new and complete application re-submittal and \$15.00 review fee. For any application denied, a written denial letter will be mailed, providing the reason(s) for denial.
- Step 8. Permit Pickup.** When contacted by Planning Department staff that the permit is ready for issuance, a return visit to Planning & Development Department is necessary. Remit the appropriate permit fees (cash, check, Visa, and MasterCard accepted).
- Step 9. Sign Order and Installation.** Upon receipt of a signed and approved Electronic Message Board Sign Permit Application/Sign Location Plan (and Building Permit, if required), sign order may be placed with sign contractor and installation of sign is authorized. Signs installed without a valid signed and approved permit will require immediate removal by the property owner or business owner and be subject to three times the permit fees upon permitting

Inspections & Certificate of Completion. If a Building Permit is required, electrical underground (if required), footing, electrical final and sign final inspections must be scheduled, successfully passed and a Certificate of Completion issued prior to use of the sign. Electrical contractors must submit their Subcontractor Affidavit form to Planning & Development at least 2-days prior to requesting electrical inspections. Inspections are requested by calling 770.985.3513.

**ELECTRONIC MESSAGE BOARD
SIGN PERMIT APPLICATION FORM**

Please complete this application and submit with all necessary attachments as stated in the “Electronic Message Board Sign Permit General Information.” Please type or print legibly using blue or black ink. Incomplete or illegible applications may be grounds for permit DENIAL.

Sign Permit Applicant Information	Sign Contractor Information
Applicant Name: _____	Business License No.: _____ Exp.: _____
Business Name: _____	Sign Company Name: _____
Address: _____	Address: _____
City: _____	City: _____
State: _____ Zip Code: _____	State: _____ Zip Code: _____
Phone: (_____) _____	Phone: (_____) _____
Fax: (_____) _____	Fax: (_____) _____
Contact Person Name: _____	Contact Person Name: _____
Contact Person Phone: (_____) _____	Contact Person Phone: (_____) _____
Email Address: _____	Email Address: _____

Property Owner Information
Property Owner Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: (_____) _____ Email Address: _____

Site & Business Information
Site Address of Proposed Signage: _____ Suite: _____
Property Zoning (check one): <input type="checkbox"/> CI <input type="checkbox"/> OP <input type="checkbox"/> BN <input type="checkbox"/> BG <input type="checkbox"/> HSB <input type="checkbox"/> TC-MU <input type="checkbox"/> Residential (specify): _____
Business Name for Signage: _____

Electronic Message Board Sign Details
Estimated Cost of Electronic Message Board Sign and Installation: \$ _____
Electronic Message Board Sign will be an element of: <input type="checkbox"/> Monument Sign <input type="checkbox"/> Fuel Pump Canopy Sign <input type="checkbox"/> Window/Door Sign <input type="checkbox"/> Menu Board Sign <input type="checkbox"/> Pre-Menu Board Sign <input type="checkbox"/> Freestanding Sign
Electronic Message Board Sign will be: <input type="checkbox"/> Added to an Existing Sign <input type="checkbox"/> Element of a New Sign
Dimensions of Electronic Message Board Sign: _____ (Width) X _____ (Height) = _____ (Sq. ft. Area)
EMB Sign Area Allowance: Monument Sign (50%) Fuel Pump Canopy, Menu/Pre-Menu Board, Window/Door (100%)
<input type="checkbox"/> CHECK HERE and complete if electronic message board sign will be an element of a <u>Monument Sign</u> :

MONUMENT SIGN							
Sign Location	Overall Sign Height (Including Base) (feet)	Overall Sign Width (feet)	Sign Base Height (feet)	Sign Base Width (feet)	Total Sign Area NOT INCL BASE (sq. ft.)	50% Of Allowable Sign Area (sq. ft.)	Electronic Message Board Sign Area (sq. ft.)
EXAMPLE: Main Street	15'-0"	12'-6"	3'-0"	12'-6"	150.00	75.00	60.50

CHECK HERE and complete if electronic message board sign will be an element of a Free Standing Sign, Menu Board Sign, Pre-Menu Board Sign, or Fuel Pump Canopy Sign:

EMB SIGN DETAILS						
Sign Location	Overall Sign Height (Including Support) (feet)	Overall Sign Width (feet)	Sign Support Height (feet)	Total Sign Area INCL SUPPORT (sq. ft.)	100% Of Allowable Sign Area (sq. ft.)	Electronic Message Board Sign Area (sq. ft.)
EXAMPLE: McDonald's Menu Board	6'-0"	5'-0"	2'-0"	30.00	30.00	30.00

CHECK HERE and complete if electronic message board sign will be an element of Window Signage:

WINDOW SIGNAGE					
Sign Location	Window Opening Dimensions (inches)	Window Area (sq. in.)	40% Coverage Allowance (sq. in.)	100% Of Allowable Coverage Area (sq. in.)	Electronic Message Board Sign Area (sq. ft.)
EXAMPLE: Storefront Window (a)	48" H x 30" W	1,440	576.0	576.0	432.0

Cumulative (overall) window & door area of storefront: _____ sq. ft.

Cumulative (overall) existing window & door signage to remain: _____ sq. ft.

NOTE: If existing window & door signage exceeds 40% coverage allowance, the Electronic Message Board Sign cannot be permitted until excess (non-conforming) window & door signage is removed.

No EMB window/door sign may exceed 15 sq. ft. (2,160 sq. in.) in total display area.

Sign area variances of Sec. 12.6(A)(3) are not allowed for EMB signs.

Existing & Non-Conforming Sign Information

NO BUSINESS SHALL BE ALLOWED AN ADDITIONAL CONFORMING SIGN UNTIL IT HAS REMOVED ANY EXISTING NONCONFORMING SIGN.

- Are there any EXISTING Monument, Ground, or Wall Signs located on the property or building? No Yes
If yes, what will happen with the existing signs? _____
- If yes, are any of these signs NON-CONFORMING (as defined in the Sign Ordinance)? No Yes
If yes, what will happen with these non-conforming signs? _____
- If EXISTING Monument, Ground, or Wall Signs will be removed, check here and complete the attached "Existing Signage Removal Affidavit."

Additional Sign Permit Requirements

- Electronic Message Board Signs that **REQUIRE** both a Sign Permit **AND** Building Permit include (please check):
- Individual Signs that Exceed 32 Square Feet in Area? No Yes
 - Individual Signs that Exceed Six (6) Feet in Height Above Grade? No Yes
 - Signs that are Direct Wired to a Junction or Electrical Box? No Yes
- Electronic Message Board Signs that **REQUIRE** Design by a Georgia Reg. Professional Engineer (please check):
- Signs that **EXCEED** Twelve (12) Feet in Height Above Grade? No Yes
 - Signs with supporting structures that **EXCEED** 50 square feet in area? No Yes

Sign Ordinance Definitions & Information

Electronic Message Board Sign. Any sign that uses changing lights or colors to form a sign message or messages wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes.

Foot Candle. A unit of measure of the intensity of light falling on a surface, equal to one lumen per square foot and originally defined with reference to a standardized candle burning at one foot from a given surface.

Electronic Message Board Sign Requirements

As the business owner or operator of the Electronic Message Board Sign, I hereby certify that I am aware of the Sign Ordinance regulations for Electronic Message Board Signs and understand the following:

(Initial each)

- _____ Any electronic message displayed shall remain **UNCHANGED** for a minimum of fifteen (15) minutes prior to switching messages. (Exception: Time and temperature displays shall have the time and temperature remain static for not less than five (5) seconds.)
- _____ The following display types are prohibited: animation, flashing, blinking, fade-in, fade-out or scrolling text, or video images.
- _____ The maximum luminance produced by the sign shall not exceed three-tenths (0.30) foot candles greater than the ambient light level.
- _____ Automatic dimming capability shall adjust the sign's illumination to the ambient light at all times of the day or night.
- _____ The sign shall be equipped to freeze the display in one position if a malfunction occurs.
- _____ The sign must also be equipped with a means to immediately discontinue the display if it malfunctions.
- _____ The sign owner must immediately stop the display when notified by the Director of Planning and Development that the sign is not complying with the standards of the Sign Ordinance.
- _____ Electronic Message Board Signs shall meet the size and placement requirements of the Sign Ordinance with the exception that electronic message boards shall not be allowed as "off-premises" advertising devices.
- _____ The City of Snellville may conduct random signage assessments to ensure compliance with all sign regulations.

- Business Owner
- Sign Operator

Signature

Date

Printed Name

Title / Position

Property Owner / Business Owner / Owner's Agent Signature

I hereby certify that there are no existing signs except those indicated on this application or that any sign(s) not listed on this application will be removed before any new sign(s) are installed. I further certify that I am the owner or duly authorized agent of the owner for the placement, installation and/or maintenance of sign(s) hereunder. I further certify that all necessary building and/or electrical permits required for the installation of sign(s) will be obtained prior to installation. I understand that the Electronic Message Board Sign Permit Application dated and signed by the Director of Planning and Development shall serve as the official Electronic Message Board Sign Permit.

Signature

Date

Printed Name

Title / Position

Property Owner
 Business Owner
 Owner's Agent

****** TO BE COMPLETED BY THE PLANNING & DEVELOPMENT STAFF ******

Application Receive Date: _____ Zoning District: _____ RPIN #: _____

Allowable Signage per Sign Ordinance (square feet): _____ Per Variance Case No. _____

Non-Conforming Signs Present? No Yes (provide details): _____

Application Reviewed By: _____ Date: _____
 Planning & Development Review Staff

Sign Permit is hereby: APPROVED DENIED Comment Reason for Denial: _____

By: _____ Date of Action: _____
 Director, Department of Planning & Development

FEES COLLECTED

		<u>RCVD BY:</u>	<u>DATE PAID:</u>	
Sign Permit Application Review Fee:	\$ <u>15.00</u>	_____	_____	(Collected at submittal)
Sign Permit Fee:	\$ _____	_____	_____	
Building Permit Fee (if applicable):	\$ _____	_____	_____	
TOTAL FEES COLLECTED:	\$ _____			

SIGNAGE REMOVAL AFFIDAVIT

This affidavit must be completed if existing signage must be removed in order to authorize any new signage. Please complete this affidavit, attach it to your Sign Location Permit application, and submit it to the Department of Planning & Development.

Project Name: _____ Unit/Phase: _____

***** ACKNOWLEDGEMENT *****

*The signers of this affidavit hereby acknowledge that any existing signs that must be removed to qualify for new or additional signage **MUST** be removed **PRIOR** to completion of new signage as authorized by the issuance of the Sign Location Permit.*

Property Owner

Property Owner's Signature Name: _____

Property Owner's Printed Name: _____ Date: _____

Business Owner

Business Owner's Signature Name: _____

Business Owner's Printed Name: _____ Date: _____

Sign Contractor

Sign Contractor's Signature Name: _____

Sign Contractor's Printed Name: _____ Date: _____

ELECTRONIC MESSAGE BOARD SIGN PERMIT
GENERAL INFORMATION GUIDANCE DOCUMENT

* * * KEEP FOR YOUR RECORDS * * *

This document's purpose is to provide general guidance in obtaining An Electronic Message Board Sign Permit. The Department of Planning & Development is responsible for the review and issuance of all Sign Permits. Sign Permit processing is a "drop-off" process for the initial review. The following information is necessary to process each Electronic Message Board Sign Permit application:

- **Application Form.** Complete the Electronic Message Board Sign Permit application form. The property owner or owner's authorized agent must sign the application form or a separate letter must be provided from the property owner or agent authorizing the sign installation. Submit the completed application form to the Department of Planning and Development for review. **Incomplete applications CANNOT be accepted for processing.**
- **Sign Location Permit Review Fee.** The \$15.00 review fee (non-refundable) must accompany the application form (upon initial application submittal and again upon any subsequent re-submittals).
- **Other Sign Permits.** The following signage type requires submittal of a separate sign permit application:

<ul style="list-style-type: none">○ Wall Sign○ Canopy Sign○ Interior Project Directional Sign	<ul style="list-style-type: none">○ Window & Door Sign○ Menu Board Sign○ Electronic Message Board Sign	<ul style="list-style-type: none">○ Awning Sign○ Pre-Menu Board Sign○ Entrance Sign
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- **Site Location Plan & Property Survey (if applicable).** Electronic Message Board Signs that are an element of either a Monument Sign or Freestanding Ground Sign, the following must accompany the application and include the following information:
 - The site plan and property survey information may be combined into a single plan sheet and drawn to scale;
 - The site plan must show the proposed sign location, limits of street right-of-way, driveway locations and parking spaces. The distance between the right-of-way and the proposed sign must be shown on the plan;
 - Provide current right-of-way information through a current property survey completed by a Georgia Registered Surveyor or through a plat copy. Combining of plats is permissible. For example; older plat indicates 30-feet from centerline as right-of-way. Georgia DOT has a plat indicating that 10-feet of additional right-of-way was acquired. Georgia DOT plat must show all new dimensions of new right-of-way. Label the new right-of-way line on the older plat ("red-lining" is permissible). Attach both plats together to serve as the site plan indicating current right-of-way information;
 - Indicate driveways and parking space locations on the plan. This ensures that the sign does not occupy or overhang required driveways and parking spaces;
 - Indicate drainage or sewer easements near the sign base (if any); and
 - Provide three (3) copies of the site location plan/property survey.
- **Monument & Ground Sign Details (if applicable).** Electronic Message Board Signs that are an element of either a Monument Sign or Freestanding Ground Sign, the following must accompany the application and include the following information:
 - The dimensions of all signs and sign structures;
 - The total area of the sign in square feet;
 - Distance from the street right-of-way;
 - Total sign height above ground level. If the proposed sign location is below street level and additional sign height is desired, the following additional information must be submitted: a) Cross-sectional information that indicates the sign's location, ground elevations, street location and street elevations; b) Supporting information, as necessary, to verify topographic elevations. This may include plans certified by a registered surveyor or professional engineer.
 - Provide three (3) copies of the sign detail plans;
 - If a Building Permit is required, in addition to a Sign Permit, approval by the Building Plan Review Section is required prior to issuance of a Sign Permit.

- **Window & Door Sign Details (if applicable).** Electronic Message Board Signs that are an element of Window & Door signage, the following must accompany the application and include the following information:
 - Storefront photo with dimensions of all window & door signs; and
 - The total area of window & doors signs in square feet.

- **Building Permit (if applicable).** Submit three (3) complete sets of drawings which clearly indicate the structural and electrical construction requirements for each proposed sign and at a minimum contain the following information:
 - Drawings for each illuminated sign shall clearly indicate the electrical requirements including the size and location of the electrical disconnect, the type and size of wire, the conduit size and estimated load. Drawings shall also specify the name of a nationally recognized organization as applicable to the illuminated sign to be installed;
 - Electrical installations shall meet the requirements of the NFPA National Electrical Code and must be performed by a Georgia Licensed electrician;
 - The Georgia Licensed electrician (electrical subcontractor) must submit a completed Subcontractor Affidavit; provide a copy of their Business License; and provide a copy of their State of Georgia State Construction Industry Licensing Board Electrical Contractor License copy, to the Planning & Development Department prior to requesting an electrical inspection;
 - Drawings for each sign structure shall clearly specify the required materials, sizes, and locations for all structural components. Complete details shall be provided that clearly indicates the required connections between all structural components including anchorage to the foundation. Details shall also indicate required attachments of sign cabinets to the supporting structure; and
 - Sign foundation requirements shall be clearly indicated on the drawings including, but not limited to, footing size and reinforcement, 28-day compressive strength of concrete, anchor bolt size and embedment depth.

- **Signs Requiring Engineered Plans (if applicable).** Submit three (3) complete sets of design plans, each with original seal and signature by a Georgia Registered Professional Engineer, for signs that exceed twelve-feet (12') in height above grade or signs with supporting structures, including monument signs, that exceed 50 square feet in area. Submitted design plans shall contain the following minimum design data in addition to the information required above for building permits:
 - State on drawings that the design complies with the SBCCI Standard Building Code;
 - State on drawings that the wind load design complies with ASCE 7 (Minimum Design Loads for Buildings and Other Structures);
 - State on drawings the Basic Wind Speed (mph), Design Wind Pressure (psf), and Exposure Category (B or C);
 - State on drawings the minimum required soil bearing capacity (psf); and
 - State on drawings the structural material specifications (including but not limited to ASTM designation, yield strength (ski), and material grade, if applicable.

- **Inspection Requirements.** Drawings for sign structures that have been stamped/approved by the Building Official shall be kept readily accessible at the job site at all times during construction; and
 - The building permit card shall be posted in the immediate vicinity of the proposed ground sign location;
 - The Georgia Licensed electrician (electrical subcontractor) must submit a completed Subcontractor Affidavit; provide a copy of their Business License; and provide a copy of their State of Georgia State Construction Industry Licensing Board Electrical Contractor License copy, to the Planning & Development Department prior to requesting an electrical inspection;
 - Each sign, for which a building permit has been issued, requires inspection by the building inspector during each of the following stages of construction:
 - A foundation inspection is performed after excavation and prior to concrete placement with steel reinforcement, anchor bolts, and structural posts in place;
 - An electrical inspection is performed only after the foundation has been inspected and approved by the City inspector; and
 - A final inspection is performed after completion of all construction and upon successful completion, a Certificate of Completion will be available for pickup the following business day.

- **Appeal/Administrative Review.** Any person aggrieved or affected by the decision of the Director of Planning and Development relating to the application of the Zoning Ordinance, may appeal to the Zoning Board of Appeals for relief or reconsideration within thirty (30) days from the date of the adverse determination by the Director of Planning and Development and/or Code Enforcement Officer.

- **Expiration Date.** A Sign Location Permit expires if construction of the sign has not been completed within six (6) months from the date of permit issuance.