



**Amendment #1**  
**Sign Regulations DRAFT**  
**January 16, 2024**

**Amendments to Sign Regulations**

There are two levels of revisions identified to update the sign ordinance section of the Lowndes County ULDC.

First, is a series of minor amendments to address several of the most frequently requested variances. This section outlines these minor amendments for consideration and action by the Board of Commissioners in the short-term.

Second, and more complicated, is a series of amendments that are recommended as a result of recent court cases related to sign regulations. These amendments will require a more extensive revision to the sign ordinance and will be presented at a later date. The most important feature of this larger set of revisions is the need to address the concept of “content-neutral” regulations. That is, the sign ordinance should not regulate signs based on the content or the message of the sign. Examples include political signs, temporary signs and directional signs. The County may certainly regulate signs, and the solution is to revise the ULDC to regulate signs by size, number, location, construction, illumination and duration.

Therefore, the series of minor amendments recommended in this section are intended as an interim action only, recognizing the need in the near future to fully address a more comprehensive review and amendment to the sign ordinance section of the ULDC.

From meeting notes:

Lowndes County staff have provided a markup of the sections requiring minor adjustments to address the most popular sign ordinance variance requests.

**Topic #1:**

Several of the standards presented in Section 5.04.05, Provisionally Exempt Signs, have been the subject of repeated variance requests. In most cases, these variances have been approved, indicating support for a revision to the standards. The specific types of signage that should be revised are:

- Directional and parking signs for entrances to commercial uses that have significant truck traffic, and
- Signage for drive-through facilities, especially menu boards and for multiple drive-through lanes.

**Topic #2:**

Recent trends in the design of commercial buildings have resulted in difficulty in limiting signage to one wall of the building. More often, there is a single sign on the front of the building and