



CITY of POOLER
— GEORGIA —

STATE OF GEORGIA }
 }
COUNTY OF CHATHAM }

ORDINANCE O2025-06.A

Sign Regulations

AN ORDINANCE TO AMEND THE CITY OF POOLER CODE OF ORDINANCES CHAPTER 66- SIGN REGULATIONS, SECTION 66-2 – DEFINITIONS AND SECTION 66-5 – REGULATION OF PRINCIPAL FREESTANDING AND PRINCIPAL BUILDING SIGNS TO CLARIFY AND REVISE FREESTANDING AND OUTDOOR ADVERTISING SIGN REGULATIONS; TO REPEAL ALL ORDINANCES IN CONFLICT HERewith; TO PROVIDE FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES

NOW THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Pooler that the Code of Ordinances of the City of Pooler, Georgia are hereby amended as follows:

I

That CHAPTER 66 – SIGN REGULATIONS, SECTION 66-2 – DEFINITIONS, be amended by deleting the strikethrough text and adding the underline text as follows:

CHAPTER 66 – Sign Regulations

Section 66-2. Definitions.

Principal sign. Any freestanding or building sign, other than a project entrance sign or outdoor advertising sign as defined in this chapter, having a sign face area larger than 50 square feet or that is otherwise the main, most prominent or largest freestanding or building sign on a property's street frontage or principal building. Such signs are of permanent construction and not placed as temporary signage.

Outdoor advertising sign. Any outdoor sign, light, display, device, figure, painting, drawing, message, placard, poster, billboard, or other thing which is designed, intended, or used to advertise or inform, any part of the advertising or information contents of which are visible from any public or private street or place on the main traveled way of an interstate highway, and which is subject to regulation by the Georgia Department of Transportation.

II

That CHAPTER 66 – SIGN REGULATIONS, SECTION 66-5 – REGULATION OF PRINCIPAL FREESTANDING AND PRINCIPAL BUILDING SIGNS, be amended by deleting the strikethrough text and adding the underline text as follows:

Section 66-5. Regulation of Principal Freestanding and Principal Building Signs.

(a) *Applicability.*

(1) This section applies only to principal signs, as defined in this chapter, that are permanent and freestanding on a property or attached to a building, and that are not otherwise defined in this chapter as an Outdoor Advertising Sign or are not otherwise exempt from or prohibited by these sign regulations. Temporary signs, except for a pre-permanent sign, are not allowed as principal signs.

(a) (2) through (5) no change

(b) through (d) no change

(e) *Changeable copy signs—Nonresidential use property.* Changeable copy signs may be installed on any freestanding principal sign on a property occupied by a nonresidential use in accordance with the provisions below. Changeable copy signs on a building are allowed only as miscellaneous building signage (see subsection 66-7(b)).

(1)Maximum size. Manually activated or electronic changeable copy signs are permitted in conjunction with principal freestanding signs, so long as the changeable copy portion of the sign face on a principal freestanding sign does not exceed 60 percent of the overall sign face of the principal freestanding sign 50 square feet, nor shall it exceed 50% of the overall sign face.

(2)Electronic changeable copy signs must comply with the provisions of subsection 66-4(i).

III

All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

IV

If any section, clause, sentence, or phrase of this ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, the said holding shall in no way affect the validity of the remaining portions of this ordinance.

V

This ordinance shall be effective immediately upon its adoption by the Mayor and City Council of Pooler, Georgia.


FIRST READING: 16 day of june, 2025
SECOND READING: 7 day of july, 2025
ADOPTED: 7 day of july, 2025

CITY OF POOLER, GEORGIA

Karen L. Williams
Karen L. Williams, Mayor

ATTEST:




Kiley Fusco, Clerk of Council