



## CITY OF DUNWOODY

41 Perimeter Center East, Suite 250

Dunwoody, GA 30346

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# MEMORANDUM

Date: November 5, 2009

Subject: **Text Amendment to the Sign Ordinance for the placement of exterior wall signs**

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Staff presents the following proposal to amend the City of Dunwoody Sign Ordinance. Currently, in most instances commercial wall signage in the City of Dunwoody is limited to one such sign, and that sign must be mounted on the building's "façade". A façade is specifically defined in the sign ordinance as "the exterior wall of a building facing any street which provides direct ingress and egress to the lot." Corner lots fronting two public rights of way are afforded two signs, as long as the property has a means of ingress/egress from both rights of way.

The proposal submitted before you is to create an exception for commercial building signage placed on or above the 12<sup>th</sup> story of a non-residential and/or mixed use building. This exception would remove the restriction for sign placement on facades only, and instead allow signage to be mounted on any wall, irrespective of street location(s). The ordinance amendment will read:

Chapter 21, Article III, §12(e), and will read "Non-residential and mixed-use buildings are not restricted as to the location of wall signs. However, no wall sign shall exceed any roof line."

### Community Council

The Community Council at their September 2009 meeting heard and discussed the proposal. None of the membership supported the idea of allowing signage in the manner proposed in this amendment. The motion was made **not** to add the amendment, and the motion passed 7-0.

### Planning Commission

The Planning Commission next heard the proposal at their regular October 2009 meeting. Citing the need for economic development in Dunwoody, and recognizing that there will be many more buildings built in Dunwoody that exceed the 12 story level, the Planning Commission **supports the text amendment** as written.

### Mayor & City Council

At the October 26<sup>th</sup> voting meeting of the Mayor & City Council, the item was introduced, and discussion was had related to existing requirements for wall signage placement and allowable aggregate square footage of wall signs. Following that discussion, between the first read and the second read, a significant change has been introduced to this text amendment. The requirement that wall signage must be installed above the 12<sup>th</sup> story to qualify for placement exemption has been removed; with this new language attached, there is no longer any limitation on the placement of mixed-use and non-residential wall signage, irrespective of building height. This



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does not exempt the signage from square footage requirements; it only removes the requirement that wall signage must be placed on “façades” only. Wall signage can now be placed on any exterior wall.

### Recommendation

Staff **supports the text amendment** to allow wall signs in this manner.

**AN ORDINANCE AMENDING CHAPTER 21 OF THE CITY OF DUNWOODY CODE OF ORDINANCES BY ADDING AN EXEMPTION FOR WALL SIGNS FOR CERTAIN BUILDINGS IN THE CITY**

**WHEREAS,** The City of Dunwoody adopted Chapter 21 (Signs) of the City of Dunwoody Code of Ordinances, on December 18, 2008 and readopted same on January 26, 2009; and

**WHEREAS,** The City desires to promote economic development in the City by being an inviting location for high profile prospective commercial tenants in the City’s non-residential zoning districts, in order to promote the prosperity, health, safety and welfare of the City and its citizens; and

**WHEREAS,** Mayor and City Council of the City of Dunwoody deem it appropriate, to promote said economic development, to include an exemption from certain location requirements for wall signs in buildings in non-residential zoning districts; and

**WHEREAS,** A properly-advertised public hearing has been held on October 26, 2009 during the First Read of this Ordinance and the Second Read of this Ordinance and adoption is being held on November 9, 2009.

**THEREFORE,** Mayor and City Council of the City of Dunwoody hereby ordain as follows:

**Section 1:** Chapter 21, Article III, Section 12(b) of the City of Dunwoody Code of Ordinances, Signs, is hereby amended to read as follows:

*Section 12: Non-Residential Zoning District Regulations*

(b) In lieu of the sign regulations of Table (a) above, a lot located in a non-residential district and developed as a planned commercial center shall be allowed the following:

TABLE INSET:

	Ground Sign	Canopy or Wall Sign	Directional Sign	Entrance Sign	Window Sign	Standard Informational Sign
Maximum height	20 feet	N/A	3 feet	8 feet	N/A	10 feet
Maximum Width	20 feet	80% of the wall or canopy width	3 feet	8 feet	N/A	N/A
Max. sq. ft.	200	30 sq. ft. or 4 sq. ft. per linear foot	6	32	30% of the window space for	16 feet

		of the wall or canopy, whichever is greater, up to a maximum of 150 sq. ft. for buildings under 12 stories and up to 500 sq. ft. for buildings 12 stories or more (See Article III, Section 9(b))			buildings under 50,000 sq. ft.; 10 % of the window area for buildings 50,000 sq. ft. or over	
Maximum number allowed	1 sign per business entity or tenant	<del>1/primary façade and 1/secondary façade</del> 1 sign per business entity or tenant	2/authorized curb cut	1/entrance	N/A	1 per lot
Maximum projection from structure	N/A	6 feet	2 feet	N/A	N/A	N/A
Required setback from electrical transmission lines	10 feet	N/A	0 feet	10 feet	N/A	10 feet

**Section 2:** Chapter 21, Article III, Section 12 of the City of Dunwoody Code of Ordinances, Signs, is hereby amended by the addition of subsection (e) as follows:

(e) Non-residential and mixed-use buildings are not restricted as to the location of wall signs. However, no wall sign shall exceed any roof line.

**Section 3:** This Amendment shall become effective immediately upon its adoption by the City Council, and incorporated into the Code of the City of Dunwoody, Georgia. This Amendment hereby repeals any and all conflicting ordinances and amendments.

**SO ORDAINED**, this \_\_\_\_ day of \_\_\_\_\_, 2009.

Approved:

\_\_\_\_\_  
Ken Wright, Mayor

ATTEST:

Approved as to Form and Content:

\_\_\_\_\_  
Sharon Lowery, City Clerk (Seal)

\_\_\_\_\_  
Brian Anderson, City Attorney