CITY OF DUNWOODY

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MEMORANDUM

Date: October 26, 2009

Subject: Text Amendment to the Sign Ordinance

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 before you is to create an exception for commercial building signage placed on or above the 12th 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 12 stories or more are not restricted as to the location of wall signs placed on or above the 12th story. However, no wall sign shall exceed any roof line."

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.

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.

Staff **supports the text amendment** to allow wall signs on these structures.