

## CITY OF DUNWOODY

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[www.dunwoodyga.gov](http://www.dunwoodyga.gov)

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## MEMORANDUM

To: City of Dunwoody, Georgia □ Mayor and City Council

From: Howard J. Koontz, City Planner

Date: October 11, 2010

Subject: Amendments to Sign provisions of Chapter 20 and Chapter 27

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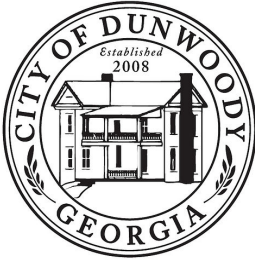
### BACKGROUND

At the request of the Mayor and City Council, in early 2009, there was convened a citizen committee to review the city sign ordinance (then Chapter 21, now Chapter 20 of the City Code). That committee worked in conjunction with city staff and local stake holders to compile a list of changes and amendments to the current sign ordinance and the Dunwoody Village Overlay District sign regulations, located in Chapter 27, the city zoning ordinance. Staff has also made their own recommendations/suggestions, based on their experience with the document gained since the implementation and administration of the sign ordinance in January 2009. At the March 11, 2010 Community Council Meeting and the April 13, 2010 Planning Commission Meeting, the Council and Commission made recommendations, and the changes from the four entities were transmitted to the Mayor and City Council for review and approval.

This item was first read by the Mayor and City Council at a Special Called Work Session on April 29, 2010. At that meeting, comments from prior reviews were discussed, as well as a host of other new changes being introduced by the Council itself. Once slated to be voted upon at the May 24, 2010 regular voting meeting, the item was deferred that night to the next available voting meeting, occurring on June 21. At that June meeting, the Mayor and City Council instructed staff to meet with the sign committee to again work on the final topics of dissent between the Community Development Staff and the committee. The product of that meeting was heard at the regular July work session. At their July 26 meeting, Mayor and City Council voted for a full-cycle deferral to afford the community additional public forums to discuss the recent changes.

### RECOMMENDATION

Since it was last reviewed by Mayor and City Council in July, minor changes were made prior to its review by Community Council. No policy changes were made between July 26 and the draft being reviewed tonight; however, some of the provisions were reorganized to avoid redundancy and in the interest of clarification.



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Staff would make two recommendations that differ from the proposed ordinance. Temporary signs, if approved as recommended by the committee, would be allowed for institutional land uses 15 times per year for a period of 30 days each, in addition to banners, standard informational signs and changeable message text signs. This is sign proliferation, and is not supported by the staff. If there are that many messages that need to be conveyed by our city's institutions, perhaps a more permanent solution could be undertaken, like a permanent, changeable message board sign, or alternative advertising like newspapers and radio. Staff also recommends "tenant" be removed from the chart in Section 20-58(c)(4).

Additionally, the Council adopted amendments to the lighting ordinance, Section 27-1324, on September 27, 2010. Although the sign ordinance was exempted from these provisions, there are opportunities to make the sign ordinance more consistent with Section 27-1324.

The item was reviewed in August by the Community Council, and they made the following recommendations:

- Add "flexible plastic" and "vinyl" to the definition of banner
- Add "private sidewalk" to definition of "sandwich board" to ensure signs are not placed in Right-of-Way
- Move "immediately adjacent to a building or structure" in definition of "sandwich board," to Section 20-67(c)(5)
- Clarify "visible rust" in definition of "abandoned or dilapidated sign"
- Section 20-53(7): area for less than 250 units should be the same for more than 250 units
- Section 20-57(d): Wall sign projection should remain at two feet, and projecting signs should be allowed to project up to 42 inches.
- Section 20-58(c)(4): "tenant" should be removed from chart

At their September 14, 2010 meeting, Planning Commission voted 7-0 to recommend the text with their suggested amendment. The Commission thoroughly discussed the number of temporary signs for institutional uses, and they voted 5-1 to recommend that the annual allowable temporary signage be reduced to 12 signs. The dissenting vote belonged to Don Converse, who believed that the sign committee did extensive research on the number; therefore, he agreed with their recommendation of 16 signs per year.