

CITY OF DUNWOODY

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www.dunwoodyga.gov

MEMORANDUM

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

From: Howard J. Koontz, City Planner

Date: October 25, 2010

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

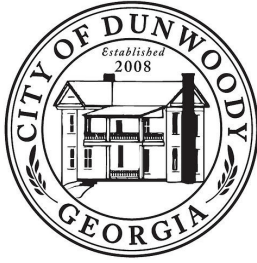
BACKGROUND

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).

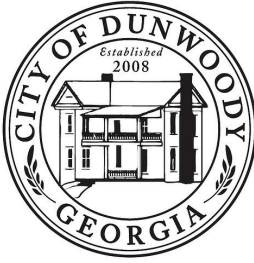
Additionally, the Council adopted amendments to the lighting ordinance, Section 27-1324, on September 27, 2010. Although the sign ordinance was exempted from these provisions, there are opportunities to make the sign ordinance more consistent with Section 27-1324.

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.

Following the regular Work Session meeting in October, there were additional minor adjustments made to the document, some at the request of Laurel Henderson, the City's First Amendment and sign law consultant, and some at the request of Councilman Wittenstein. Those changes are noted in the margin notes to the right of the text.



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Two alterations that merit further discussion are:

1. Definition of halo lighting: Halo lit signs can be constructed one of two ways: as opaque figures with lighting behind the structure (as in the case of the Target sign in the Sembler Project), or as channel figures on raceways with opaque faces and translucent returns. One style utilizes lights outside the structure, the other utilizes lights interior to the sign structure. Both styles depend on lighting to achieve the desired visual effect, meaning for both the lights are integral to the structure. As originally defined, requiring the lights to be outside the sign structure precludes the 'channel figure' style, which works in harmony with the premise of prohibiting internally lit signs. For that reason, the definition of halo lighting should retain the requirement that the lighting element be located outside the sign structure.
2. Staff maintains an objection to the idea that anymore than six temporary signs be allowed at institutional uses, in light of the idea that changeable message board signs will be allowable on those properties. Ms. Henderson re-iterated her expectation that this sign policy could injure the remainder of the ordinance as it relates to controlling sign proliferation, and found that four or at most five signs per year is a more appropriate number. Staff agrees with her conclusion.

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ORDINANCE 2010-10-39

AN ORDINANCE AMENDING CHAPTER 20 (SIGNS) AND CHAPTER 27 (ZONING ORDINANCE) OF THE CITY OF DUNWOODY CODE OF ORDINANCES BY AMENDING SIGN REGULATIONS

WHEREAS, the City of Dunwoody Sign Ordinance, Chapter 20 of the City of Dunwoody Code of Ordinances, was adopted in January, 2009, and the Sign Regulations for the Dunwoody Village Overlay District were adopted on December, 2008; and

WHEREAS, the desires to make certain changes to the Sign Regulations in Chapter 20 and Chapter 27 of the City Code in order to comport with the standards of the City as well as promote economic development and protect freedom of speech; and

WHEREAS, A First Read of this Ordinance has been held on October 11, 2010 and a properly-advertised public hearing has been held on October 25, 2010 during the Second Read and adoption of this Ordinance.

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

Section 1: Chapter 20 (Signs) of the City of Dunwoody Code of Ordinances shall be amended in its entirety by changing the language of Chapter 20 to read as follows:

ADDITIONS – underlined
DELETIONS – ~~strikethroughs~~

CHAPTER 20. SIGNS

ARTICLE I. IN GENERAL

Sec. 20-1. Purpose and Findings

- (a) The City Council finds that signs provide an important medium through which persons may convey a variety of noncommercial and commercial messages. However, left completely unregulated, the number, size, design characteristics, and locations of signs in the City can become a threat to public safety as a traffic hazard, ~~and~~ a detriment to property values and to the City's general public welfare, as well as create an aesthetic nuisance. The City further finds that signs have become excessive, and that many signs are distracting and dangerous to motorists and pedestrians, and substantially detract from the beauty and appearance of the City. The City finds that there is a substantial need directly related to the public health, safety and welfare to comprehensively address these concerns through the adoption of the following regulations.
- (b) The City further finds that there is a substantial difference between signs erected by public authority and signs erected by private citizens or businesses. Signs erected by

public authority are virtually all erected for the purpose of maintaining the public safety either through direct control of traffic or through provision of such type signage as street signs which enable the traveling public to know where they are located and to find where they are going. As such, with the exception of signs identifying government buildings, virtually all government signs are erected purely for public safety purposes. Moreover, their use in the public right-of-way is necessary to ensure their visibility to the motoring public. The Mayor and council finds that public utility signs are frequently of the same nature as those signs erected by governmental entities in that they provide necessary information to safeguard the public from downed power lines and from street excavations. Even where signs serve a propriety purpose, such as identifying markings on utility poles, public utility signs are marked primarily for the purpose of benefiting the public generally through identification of locations where there may be temporary losses of power.

- (c) The City finds that some signage has a single targeted function and that identification of such signs by description is impossible without referring to its function. For instance, address numerals are used for the sole purpose of locating addresses, which is of benefit to those persons looking for those addresses and is essential to public safety personnel responding to emergencies. Signs at the entrances to subdivisions or major developments favor a similar purpose in enabling both the traveling public and emergency personnel to quickly locate entrances for the purpose of either visitation or responding to emergency calls or where O.C.G.A. § 10-1-155 authorizes the Department of Agriculture to regulate the display of retail fuel station pricing and for the best interest of the public to advertise said prices. While such signage is referenced based upon the function it serves within the context of this Ordinance, the provisions of this Ordinance are unrelated to the content of speech provided and allow maximum expressive potential to sign owners.
- (d) The purpose and intent of the governing authority of the City of Dunwoody in enacting this Chapter are as follows:
 - (1) To protect the health, safety and general welfare of the citizens of Dunwoody, and to implement the policies and objectives of a comprehensive development plan of the City through the enactment of a comprehensive set of regulations governing signs in the City of Dunwoody;
 - (2) To regulate the erection and placement of signs within the City of Dunwoody in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers or pedestrians;
 - (3) To preserve the value of property on which signs are located and from which signs may be viewed;
 - (4) To maintain an aesthetically attractive city in which signs are compatible with the use patterns of established zoning districts;

Comment [Staff1]: New Change.

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- (5) To maintain for the City's residents, workers and visitors a safe and aesthetically attractive environment and to advance the aesthetic interest of the City;
- (6) To establish comprehensive sign regulations that effectively balance legitimate business and development needs with a safe and aesthetically attractive environment for residents, workers, and visitors to the City;
- (7) To provide fair and reasonable opportunities for businesses which are located within the City of Dunwoody, and to provide for the identification of the availability of products, goods or services so as to promote the economic vitality of businesses that are located within the City;
- (8) To ensure the protection of free speech rights under the State and United States Constitutions within the City of Dunwoody;
- (9) To establish a permit system to allow specific types of signs in zoning districts consistent with the uses, intent and aesthetic characteristics of those districts;
- (10) To allow certain signs that are small, safe, unobtrusive on lots, subject to the substantive requirements of this Chapter but without a requirement for permits;
- (11) To provide for temporary signs in limited circumstances;
- (12) To place reasonable controls on nonconforming signs that are by definition contrary to the public health, safety and welfare while protecting the constitutional rights of the owners of said nonconforming signs; and
- (13) To provide for the maintenance of signs, and to provide for the enforcement of the provisions of this chapter.

Section 20-2. Applicability

The provisions of this article shall apply to all signs erected within the corporate limits of the City of Dunwoody that are directed to be viewed from any outdoor space(s). All erection, construction, enlargement, moving, altering or converting of signs in the city shall be performed in compliance with the requirements of this chapter.

Section 20-32. Definitions

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned or Dilapidated sign shall mean any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, holes on or in the sign structure, broken, missing, loose or bent parts, faded or flaking paint, non-operative or partially non-operative illumination or mechanical devices or which is otherwise dilapidated, unsightly, or unkempt.

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Aggregate sign area shall mean the sum total of the sign area of any and all signs for a given lot. Subdivision signs, flags and banners are excluded from any determination of aggregate sign area in residentially zoned districts. Street numbers assigned by the United States Postal Service not be considered in calculating the aggregate sign area.

Animated sign shall mean a sign that all or any part thereof visibly moves mechanically, and/or as a result of human activity, and/or as a result of air/wind-driven inputs, or uses movement or a change of lighting to depict action or to create a special effect or scene. This includes signs that flash, blink, scroll, fade or rotate ~~or~~ revolve to display a message in more than one (1) direction, and tri-vision signs, but does not include flags, banners, or canopies hand-held signs.

Comment [Staff2]: New Change.

Comment [Staff3]: New change.

Area of a sign/sign area shall mean the total area upon which a message is displayed on any sign consisting of the smallest square, rectangle, triangle, or circle, or combination thereof, which encompasses the entire sign, inclusive of any border and trim, but excluding the base, apron, supports, and other structural members. For double-faced signs, the side of the sign with the largest sign area shall be used in computing the sign area.

Banner shall mean a sign other than a flag with or without characters, letters, illustrations or ornamentation applied to cloth, paper, flexible plastic, vinyl or fabric, including canvas, that is intended to be hung either with a frame or without a frame. Neither flags nor canopy signs are considered banners.

Comment [Staff4]: New change-per Community Council.

Beacon Sign shall mean any light with one or more beams directed into the atmosphere or directed at one or more points not on the same zone lot as the light source, also, any light with one or more beams that rotate or move.

Business day shall mean any day during which city government offices are open for public business. For purposes of this Chapter, a "business day" shall not include any day during which city government offices are closed after a partial business day due to a holiday, emergency, inclement weather, or the like.

Canopy sign shall mean a sign affixed to, superimposed upon, or painted on any roof or roof-like structure which is extended over a sidewalk, walkway, or vehicle access area.

Changeable copy sign/reader board shall mean a sign that is capable of changing the position or format of word messages or other displays on the sign face or change the visible display of words, numbers, symbols and graphics by the use of a matrix of electric lamps, movable discs, movable panels, light apertures or other methods, provided these changes are actuated by either a control mechanism or manually on the face of the sign.

City shall mean the City of Dunwoody, Georgia.

Direct lighting shall mean a specific style of illumination where the source of light is internal and integral to the sign structure, and where the resultant illumination radiates out in the direction of the viewer.

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Directional sign shall mean any sign placed within five (5) feet of an authorized curb cut, specifically placed to manage and avoid conflicting vehicular movements.

Director shall mean the director of the Community Development Department, or his/her designee.

Double-faced sign shall mean a sign structure which has two (2) display areas placed back to back, ~~against parallel to~~ each other ~~and the interior angle formed by the display areas is less than fifty-nine (59) degrees,~~ where one (1) sign face is designed to be seen from one direction and the other face from another direction.

Drive-thru menu sign shall mean an internally illuminated sign placed so as to be adjacent to a commercial drive-thru lane and may contain a microphone and speaker for the purpose of ordering services and products sold on the premises.

Electronic sign shall mean a sign whose message may be changed at intervals by electronic process or by remote control, including the device known as a trivision sign, LCD sign or LED sign.

Entrance sign shall mean any ground sign placed at the intersection of a public street and a private entrance into an apartment, office, condominium, church or industrial complex or some other building with multiple residential or commercial units.

Facade shall mean the exterior wall of a building ~~facing any street which provides direct ingress and egress to the lot.~~

Flag shall mean any fabric or bunting containing colors, patterns, or symbols used as a symbol of a government or other entity or organization.

Flagpole shall mean a freestanding structure or a structure attached to a building or to the roof of a building on a parcel of record and used for the sole purpose of displaying flags.

Ground sign shall mean ~~a permanent sign designed so the base of the sign face is flush with the supporting base and the supporting base is flush with the ground. Sign shall include a solid, decorative base and may include a decorative frame. The base shall be at least as wide as the sign and/or frame upon it and a minimum of two (2) feet in height. Decorative based and frame material shall include stone, brick, or stucco. No support posts shall be exposed. a free-standing sign which forms a solid, monolithic structure from the ground to the top of the sign.~~

"Halo" lighting (and similar lighting styles) shall mean a specific style of illumination where the source of light is external and integral to the sign structure; where the resultant illumination radiates toward the viewer, is interrupted by the opaque sign structure, letters, or symbols, and back lights the message area.

Illegal sign shall mean any sign that was erected in violation of the laws as they existed at the time the sign ~~permit~~ was ~~issued~~ ~~established,~~ ~~or~~ including signs built without a permit and/or signs that were not built in conformance with ~~the~~ an issued permit.

Illuminated sign shall mean a sign that has light cast upon the sign from a source either internal to the sign or from an external light source directed toward such sign. Such ~~source cannot be a device that changes color, flashes, or alternates~~ lighting may be affected via direct lighting, indirect lighting, or halo lighting.

Indirect lighting shall mean a specific style of illumination where the source of light is external to, and independent of, the sign structure, and the illumination radiates toward the message area away from the viewer.

Institutional Use for the purposes of this chapter, means both the land use category and activities which include the following uses: Aquariums, Cemeteries, Child Daycare Centers, College or University, Convents & monasteries, Elementary, middle and high school, both public & private, Fire & Rescue Services, Hospital, House of Worship, Jails & Prisons, Library, Museum, Parks & outdoor recreation, including arboretums, wildlife sanctuaries, public forests, public areas for hiking, nature centers, and other passive recreation-oriented parks, Post Offices, Public and/or government buildings, Public indoor recreation centers such as government-run natatoriums, Solid waste collection sites, Waste water treatment plant, and Zoos.

Comment [Staff5]: New change – removed “public utilities lines and structures” from definition.

LCD sign shall mean an electronically controlled sign utilizing liquid crystal diodes to form some or all of the sign message.

LED sign shall mean an electronically controlled sign utilizing light-emitting diodes to form some or all of the sign message.

Lot shall mean a designed parcel, tract, or area of land legally established by plat, subdivision, or as otherwise permitted by law, to be separately owned, used, developed, or built upon. In addition, a lot shall be a parcel of land that is of sufficient size to meet minimum zoning requirements for lot area, coverage, and use and that can provide such yards and other open spaces as required by the zoning standards.

~~*Lot, substandard* shall mean a designated parcel, tract, or area of land created after the time of enactment of this Chapter or amendment of this Chapter which does not meet the lot area, lot width, or public street frontage and access requirements of this Chapter. Such a lot is illegal except where created by governmental action in which case such lot shall have the status of a nonconforming lot of record as defined in the City Zoning Ordinance.~~

Multi-faced sign shall mean a sign structure with more than two faces situated so that each sign face is facing a different direction, facing more than two directions, or two (2) directions not back-to-back, whether or not all faces contain some message.

Neon Sign shall mean a sign composed of exposed, visible neon tubing, ~~without any protective covering.~~ Neon Sign shall also include signs similar in appearance but illuminated via other gases similar to neon.

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Nonconforming sign shall mean any sign which was lawfully permitted by the jurisdiction of record, and was legal at the time of ~~erection~~establishment, but does not conform to the provisions of this chapter.

Permanent sign shall mean any sign that is not temporary.

Permit shall mean a sign permit reviewed, approved and issued by the ~~City Department of Community Development~~Community Development Department.

Permittee shall mean the person and/or entity owning or leasing the land on which the sign is erected or for which an application has been submitted.

Person shall mean a natural or legal person, including a firm, organization, partnership, trust and corporation.

Planned commercial center means any commercial, office, industrial or mixed-use development that contains any combination of offices, residences, retail or industrial uses with a common entry from a public street and is managed as a whole and in accordance with all applicable requirements of the Zoning Ordinance.

~~*Portable sign* shall mean any sign which is manifestly designed to be transported, including by trailer or on its own wheels, even though the wheels of such sign may be removed and the remaining chassis or support constructed without wheels is converted to an "A" or "T" frame sign or attached temporarily or permanently to the ground.~~

Comment [Staff6]: New change – removed previously added definition for “pole banners”.

Portable sign shall mean any sign not permanently attached to the ground or other permanent structure; or sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; balloons used as signs; and signs attached to or painted on vehicles while visible from the public right-of-way, except as provided herein. For the purposes of this Ordinance, sandwich board signs, banners and pole banners as prescribed herein are not considered portable signs.

~~*Primary facade* shall be the facade of the building which contains the primary building entrance as designated by the owner, is most nearly parallel to the widest street to which the building faces.~~

Projecting sign shall mean any sign which is attached perpendicular to a building or other structure and extends more than twelve (12) inches horizontally from the plane of the building wall.

Pump-island sign shall mean a sign located under a canopy over pump islands of a service station or convenience store with gas pumps.

Road, accessible shall mean any road or street, public or private, that provides a means of ingress and egress to the lot. The term “private road” shall not include drive isles in parking lots.

Roof sign shall mean a sign attached to or supported by the roof of a building, or a sign that extends into and/or above the immediately adjacent roof line of the building irrespective of

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attachment point, or a sign that ~~is~~ wholly or partially above ~~encroaches upon any~~ roof line of a building, or a sign attached to, encroaching into or extending above the sloping phase of a mansard roof or faux mansard roof, or any combination thereof.

Rotating sign. See *animated sign*.

Sandwich board sign shall be a single or double-faced, hinged or un-hinged, A-frame, temporary sign designed to be used on a sidewalk or pedestrian way immediately adjacent to a building or structure.

Secondary facade shall mean any facade that is not the primary facade.

Sign shall mean a device, fixture, placard, structure or representation that uses any color, form, graphic, illumination, symbol or writing for visual communication which is used for the purpose of bringing the subject thereof to the attention of others. For purposes of this Chapter, the term "sign" shall include the structure upon which a sign face is located. Flags and banners shall be included within this definition only as provided elsewhere herein.

Sign Face shall mean that part of a sign that is or can be used for advertising purposes.

Standard Informational Sign shall mean a sign with a sign face made for short term use, containing no reflecting elements, flags, or ~~projections~~ attachments that are not rectangular in proportion and which is mounted on a post, stake or metal frame with a thickness or diameter not greater than three and one-half (3 1/2) inches, and which is no greater than ~~twelvesixteen (162)~~ square feet in area.

Comment [Staff7]: New change. Laurel suggests reducing the size of standard informational signs.

Store front shall mean the exterior wall of a single, undivided unit located within a planned commercial center or business park.

Street frontage shall mean the lot line that is coincident with any road or street, public or private, that provides a means of direct ingress and egress to the lot.

String Lights shall mean signs consisting in whole or in part of a series, line, or row of lights, whether supported by cables or other physical means, within one hundred fifty (150) feet of a street and visible therefrom. ~~Notwithstanding the foregoing, white holiday lights shall be exempted from this section and colored holiday lights and decorations displayed not more than 30 days before a holiday shall be exempted from this section.~~

Subdivision sign shall mean any ground sign placed at the intersection of two (2) roads, at least one (1) of which is a public road, with the other road being the main thoroughfare into and out of a commercial or residential subdivision.

Suspended sign shall mean a sign securely suspended above a pedestrian passageway from beneath a canopy or awning and oriented perpendicular to the adjacent building facade.

~~*Tri-faced sign* shall mean a sign structure with more than two faces situated so that each sign face is facing a different direction.~~

~~Temporary Signs shall mean any sign not permanently affixed to the ground or other permanent structure and designed to be displayed for a limited time. This term shall not include any sign meeting the definition and dimensions of a standard informational sign.~~

Comment [Staff8]: New change – this definition has been added, so if this change stays, it will revert to the current ordinance’s lack thereof.

Tri-vision sign shall mean a sign designed with a series of triangular slats or columns that mechanically rotate in sequence with one another to show three different sign messages in rotation.

Wall sign shall mean any sign attached parallel to a wall, painted on the wall surface or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building and which displays only one sign surface. No wall sign shall extend more than sixtyeight (68) inches from any wall, building, or structure.

Window sign shall mean any sign that is placed ~~inside a window within ten (10) feet of~~ on, in or intrudes over a window opening or upon the window panes ~~or of~~ glass, either inside or outside the building, and is ~~visible oriented to be viewed from~~ the exterior of the structure.

Comment [Staff9]: New change.

Secs. 20-4 – 20-22. Reserved.

ARTICLE II. ADMINISTRATION AND ENFORCEMENT

Sec. 20-23. Permits required.

Except for those signs which may be erected without obtaining a permit, consistent with the terms in Section 20-49, every person desiring to erect a sign in the City that is directed to be viewed from any outdoor space(s) shall first obtain a sign permit and all other permits required for the desired structure in accordance with City ordinances.

Sec. 20-24. Application Information

- (a) Applications for sign permits required by this Chapter shall be filed by the sign owner or the owner's agent with the Director or his/her designee. The application shall describe and set forth the following:
 - (1) The street address of the property upon which the sign is to be located and a plat map of the property which bears an indication of the proposed location of the sign;
 - (2) The name(s) and address(es) of the owner(s) of the real property upon which the subject sign is to be located;
 - (3) Consent of the owner, or the owner's agent, granting permission for the placement or maintenance of the sign;
 - (4) Name, address, phone number and occupational tax certificate number of the sign contractor;

- (5) The type of sign to be erected, the area of the sign, the height of the sign, the shape of the sign, how the sign is to be illuminated (if at all) and an explanation of how the sign is to be mounted or erected;
 - (6) ~~The dimensions of the wall on which the sign is to be placed~~~~The size of the lot on which the sign is to be placed;~~
 - (7) The payment in full of the applicable application fee; and
 - (8) Application for ground signs shall include a site plan drawn to scale, including a closed boundary survey of the property, gross acreage, the proposed location of subject sign, location of all ground signs on the property, entrance driveways from public streets, street rights-of-way, public or private easements, building locations, gross area of buildings and floor area occupied by subject owner or tenants.
- (b) The Director shall develop such forms as may be necessary to facilitate the permit application process.
 - (c) The applicant shall apply for all other permits or licenses required by City ordinances and State laws and regulations. No sign permit shall be valid unless other required permits or licenses have been issued by the authority responsible thereof.
 - (d) Each application shall contain an agreement to indemnify and save and hold ~~harmless~~ the City harmless from all damages, demands or expenses of every character which may in any manner be caused by the sign or sign structure. Each applicant shall present to the Department, upon request, a certificate of liability insurance prior to the issuance of a sign permit.

Comment [Staff10]: New change – deleted (9) about requirements for business licenses.

Sec. 20-25. Time for Consideration and Issuance

The Director shall issue permits for all applications meeting the requirements of this Ordinance and all other laws and ordinances regulating signs within the ~~twentyfive~~ (2015) business day review period provided by this section. Signs not meeting the requirements shall be denied pursuant to the procedure outlined in Section 4. The Director shall give notice in writing to the applicant of his/her decision hand-delivered, mailed by certified mail, e-mailed or faxed to the address on the permit application, and post-marked on or before the fifteenth business day after the Director's receipt of the application by hand delivery or first class mail to the address on the permit application on or before the twentieth business day after the Director's receipt of the completed application. If the Director fails to act within the ~~twentyfive~~ (2015)-day period, the permit shall be deemed to have been granted. A sticker or other device bearing the sign permit number shall be affixed to the sign structure.

Comment [Staff11]: New change.

Sec. 20-26: Denial and Revocation

(a) *Procedure.* The Director shall deny permits to applicants that submit applications for signs that do not comply with the provisions of this Chapter, incomplete applications, and applications containing any false material statements. Violation of any provision of this Chapter and any other applicable State laws or City ordinances governing signs will be grounds for terminating a permit granted by the City for the erection of a sign. Should it be determined that a sign permit was issued pursuant to an incomplete application or an application containing a false material statement, or that a permit has been erroneously issued in violation of this Chapter, the Director shall revoke the permit. Should the Director deny a permit, the reasons for the denial are to be stated in writing and hand delivered, ~~or mailed by certified mail, emailed, or faxed by certified mail, return receipt requested,~~ to the address on the permit application, and post-marked on or before the ~~twentieth~~fifteenth business day after the Director's receipt of the application. Any application denied and later resubmitted shall be deemed to have been submitted on the date of resubmission, instead of the date of the original submission. No permit shall be denied or revoked, except for due cause as hereinafter defined. "Due cause" is the violation of the provisions of this Chapter, other applicable ordinances, State or Federal law, or the submission of an incomplete application or an application containing false material statements.

(b) *Appeal.* A rejection pursuant to this Section shall be appealable pursuant to the procedures for Zoning Appeals outlined in the City of Dunwoody Zoning Ordinance. However, notwithstanding the foregoing, a final decision will be rendered within ninety (90) days from date an appeal is filed. If a final decision is not rendered within the ninety (90) day period, the decision sought to be appealed shall be ~~affirmed~~reversed.

Comment [Staff12]: New change – reinserted this sentence.

(c) *Certiorari.* In the event a person whose permit has been denied or revoked is dissatisfied with the decision of the Board of Zoning Appeals, ~~he/she/it~~ a person may petition for writ of certiorari to the Superior Court of DeKalb County as provided by law.

Sec. 20-27. Permit Expiration

A sign permit shall become null and void if the sign for which the permit was issued has not been completed and fully installed within six (6) months after the date of issuance. A sixty (60) day extension may be granted to the six (6) month limit to alleviate hardship upon proof of hardship beyond the ability of the owner to rectify. No refunds will be made for permit fees paid for permits that expired due to failure to erect a permitted sign. If an individual later desires to erect a sign at the same location, a new application must be processed and another fee paid in accordance with the fee schedule applicable at such time.

Sec. 20-28. Enforcement and Penalties

(a) The Director or his/her designee may issue a citation for violation of this Chapter by any person, including if applicable, the owner, manager or tenant of the ~~lot space~~ upon which a sign is located, for a sign erected, altered, maintained, converted, or used in violation of this Chapter or in violation of any other applicable ordinance, including, but not limited to, the building and electrical codes.

(b) The Director and/or his/her designee shall have the same duties, authority, and obligations regarding access to private property, inspections, including the procurement of

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inspection warrants provided in Article VI of the City of Dunwoody Zoning Ordinance with regard to the enforcement of this Chapter.

(c) Any person violating any provision of this Chapter shall be guilty of an offense and upon conviction, shall be subject to the general penalty provided in Chapter 1 of the City Code. Each sign installed, created, erected or maintained in violation of this Chapter shall be considered a separate violation, and each day of a continued violation for each sign shall be considered a separate violation when applying the penalties authorized in the City Code.

(d) The City may seek affirmative equitable relief in a court of competent jurisdiction to cause the removal or repair of any sign in violation of this Chapter or other City ordinances.

(e) The Director or designee may remove any sign or structure illegally placed upon a public right-of-way without any notice and may dispose of said sign or structure by taking it to any landfill. Such removal and disposal of illegally placed signs shall not preclude the prosecution of any person for illegally placing such signs in the public right-of-way.

Sec. 20-29. City Occupation Tax Certificate; Public Liability Insurance Required

It shall be unlawful for any person to engage in the business of erecting or maintaining signs within the City unless and until such entity shall have obtained an ~~City~~ occupation tax certificate in the State of Georgia and a certificate of insurance from an insurance company authorized to do business in the state evidencing that the entity has in effect public liability and property damage insurance in the sum of twenty-five thousand dollars (\$25,000.00) for property damage for any one (1) claim, and public liability insurance in an amount not less than one hundred thousand dollars (\$100,000.00) for injuries, including accidental death to one (1) person. The certificate of insurance shall state that the insurance carrier shall notify the City thirty (30) days in advance of any termination and/or restriction of the coverage, including nonrenewal, cancellation, and nonpayment of any premium. If the business has comparable insurance from another City or County in Georgia, the installer's insurance provider shall provide a current certificate of insurance to the City, prior to the installation of signage.

Comment [Staff13]: New change.

Sec. 20-30. Fees.

The cost of a sign permit shall be established by Resolution of the City Council and collected by the Director, a copy of which shall be kept with the records of the City Clerk. The latest iteration of the duly approved fee schedule for the City of Dunwoody is also available for review in the offices of the Community Development Department, as well as on the official website for the City of Dunwoody, <http://www.dunwoodyga.gov>.

Sec. 20-31 – 20-48. Reserved.

ARTICLE III. REGULATIONS AND RESTRICTIONS

Sec. 20-49. Exemptions from permit requirements.

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The following signs shall be exempt from the permit requirements of Article II, Section 1 above; provided, however, that such signs shall be subject to all other provisions of this Chapter:

- (1) Window signs not to exceed 30% of the window area;
- (2) Door signs not to exceed one (1) square foot in size and not more than one (1) sign per door;
- (3) One (1) suspended sign per tenant of a multi-tenant building when the area of the sign is less than six (6) square feet per side;
- (4) Address numerals no higher taller than four (4) inches in residential districts and 10 inches in non-residential districts erected for the sole purpose of displaying street numbers as may be required by other ordinances and other signs required by law;
- (5) Flags as provided in section 20-66;
- (6) Non-governmental traffic control and directional devices located entirely on private property and are consistent with those found in the Manual of Uniform Traffic Control Devices in or adjacent to parking areas, and driveways and warning signs located at railroad crossings; ~~and~~
- (7) Standard Informational Signs meeting the standards of this Chapter;
- ~~(8) String lights;~~
- ~~(9) Government mandated signs in compliance with the Manual of Uniform Traffic Control Devices that comply with the requirements of state law for such signs;~~
- ~~(10) Sandwich Boards as prescribed herein; and~~
- ~~(11) Drive-thru menu sign accessory panel exchanges;~~

Comment [Staff14]: New change – took out the phrase about application only to first two floors of commercial building.

Comment [Staff15]: New change.

Comment [Staff16]: New change – took out “hand carried signs with commercial messages”

Comment [Staff17]: New change. Took out exemption and replaced with compliance language.

Comment [Staff18]: Laurel suggested not exempting from permitting requirements these menu signs. New change – only applying to panel exchanges.

Sec. 20-50. Display of Property Numbering

Consistent with the provisions spelled out in the International Fire Code, Section 505, and International Property Maintenance Code, Section 304, all structures throughout the City shall display the street number assigned by the issuing authority, in the size indicated in Section 20-49(4), on the building façade, mailbox, curb and/or door so that it is discernable from the street. If multiple residences, offices or stores are located in one building, the inclusive numbers shall be displayed on the building façade, mailbox and/or exterior door, and individual numbers displayed on or over the entry door to each residence, office or store.

Sec. 20-51. Prohibited Signs

The following types of signs are prohibited throughout the City:

- (1) Signs on public rights-of-way other than publicly owned or maintained signs, and signs pertaining to railroad crossings, ~~excluding pole banners as prescribed in Section 20-67;~~
- (2) Window signs which exceed thirty (30) percent of the window area;
- (3) Signs that contain words, pictures, or statements which are obscene, as defined by O.C.G.A. § 16-12-80, as amended;
- (4) Signs that simulate an official traffic control device, warning sign, or regulatory sign or which hide from view any traffic control device, signal or public service sign, ~~except as allowed by Section 20-49(6) above;~~
- (5) Signs that emit or utilize in any manner any sound capable of being detected on any traveled road or highway by a person with normal hearing abilities;
- (6) Signs that interfere with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic or which otherwise pose a hazard to traffic due to structural deficiencies in the structure of such signs;
- (7) Signs erected by nailing, fastening or affixing the sign in any manner to any tree, curb, utility pole, natural feature, or other structure, ~~except pole banners attached to utility poles as permitted in Section 20-67;~~
- (8) Signs that obstruct any fire escape, any means of egress or ventilation or shall prevent free passage from one part of a roof to any other part thereof, as well as signs attached to any fire escape;
- (9) Signs that do not conform to City building and electrical codes;
- (10) Signs for which a permit is required that do not display the sign permit number and the name and address of the person responsible for erecting and maintaining the sign;
- (11) Roof signs;
- (12) ~~Tri~~Multi-faced signs;
- (13) Signs that are in violation of the rules and regulations of any zoning overlay district ~~presently existing or as may later be enacted;~~
- (14) Any sign constructed of non-durable material including, but not limited to, paper, cardboard or flexible plastic that has been displayed for more than sixty (60) days. Nothing herein shall prohibit such a sign from being replaced. This provision does not apply to flags and banners which are governed by Sections 20-66 and 20-67;

Comment [Staff19]: New Change.

Comment [Staff20]: New Change.

Comment [Staff21]: New change.

- (15) Portable signs. Excluded from this prohibition are signs mounted, wrapped or painted on a vehicle, so long as the vehicle is currently being utilized for a properly-licensed business and, whenever parked and not utilized for said business, are parked at a designated Service/Loading and Unloading area or at the furthest-available parking space from a right-of-way. Alternatively, such a vehicle may be parked behind the business to which it relates if to do so minimizes the view of the portable sign by the general public;
- (16) Abandoned or Dilapidated signs;
- (17) Any sign that is structurally unsound, or is a hazard to traffic or pedestrians;
- (18) Animated sign, except as allowed in Section 20-51(24);
- (19) Electronic Sign;
- (20) Beacon Sign;
- ~~(21)~~ LCD Signs and similar type technologies;
- ~~(22)~~ LED Signs and similar type technologies;
- ~~(23)~~ Changeable copy sign/reader board, except for service stations as prescribed in Section 20-55, and institutional uses as prescribed in Section 20-58;
- (24) Balloons, streamers, ~~or~~ air or gas filled figures, except in single-family residences and fee simple multi-family residences for non-commercial use;
- (25) Neon window signs larger than 3 square feet;
- (27) Tri-vision sign; and
- ~~(28)~~ Any sign that changes color(s), flashes, blinks, oscillates, or intimates movement through lighting effect(s).

Comment [Staff22]: New Change.

Comment [Staff23]: Laurel suggested exempting changeable copy signs from this prohibition.

Comment [Staff24]: See addition in Section 20-1(c) for changes from Laurel's comment.

Comment [Staff25]: New Change. Laurel suggests removing this exemption or adding all fee simple lots.

Sec. 20-52. Owner's Consent Required

No sign may be permitted or posted on property without the consent of the property's owner or authorized agent. Should it be determined that a sign was erected on a lot pursuant to an alleged agent's incorrect representation that the record owner of the lot in fact gave permission for the erection of a sign, the permit for such sign shall be revoked as provided in section 20-26.

Sec. 20-53. Restrictions in Residential Zoning Districts and Multifamily Land Use in O-I Districts

The following regulations shall pertain to lots located in residential zoning districts:

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- (1) Lots used for residential purposes other than for institutional, multi-family apartments, multi-family condominium, mobile home, or townhouse developments shall not have an aggregate sign area greater than ~~twenty-four (24)~~twelve (12) square feet per lot, with no individual sign area exceeding six (6) square feet. Flags and banners shall not be included in the calculation of aggregate sign area. Subdivision and entrance signs shall not be included in the calculation of aggregate sign area;
- (2) Lots used for institutional, multi-family apartments, multi-family condominiums, mobile homes, or townhouse developments shall not have an ~~aggregate~~ sign area exceeding six (6) square feet per dwelling unit, and/or not to exceed an aggregate of one hundred (100) square feet for the ~~development~~lot;
- ~~(3) Residential zoning districts, other than lots used for institutional purposes, shall not display more than two (2) standard informational signs unless otherwise allowed by Section 20-56 with each sign not to exceed six (6) square feet;~~
- ~~(4) Lots used for institutional purposes shall have a maximum aggregate for standard informational signage of 32 square feet, with no one sign having an area greater than 16 square feet;~~
- ~~(3) There shall be a maximum of two (2) subdivision/entrance signs into any residential subdivision or real estate development in a residential district;~~
- (54) Ground signs and standard informational signs having a height of greater than six (6) feet above the grade level of the adjacent street to which the lot on which the sign is located as measured from the top of the sign, pole or support included, or three (3) feet above ground level, as measured from the top of the sign, pole, or support structure to ground level, whichever is greater, are prohibited, with the exception of subdivision signs and entrance signs;
- ~~(6) All ground signs shall be monument signs. The use of exposed poles in ground signs is prohibited;~~
- ~~(7) Multifamily Developments: For apartment developments of more than 250 units, ground signs not greater than 5 feet in height and 10 feet in width may be placed on either side of the primary entrance designated as such by the property owner or its designee, and one ground sign no greater than five (5) feet in height and five (5) feet in width for each secondary entrance. For apartment developments of less than 250 units, ground signs shall not exceed 5 feet in height or 5 feet in width and are limited to no more than two signs at the designated primary entrance and no more than one sign at the secondary entrance, if any;~~
- ~~(8)~~(5) No sign in any residentially zoned district may be illuminated, except for institutional, subdivision and entrance signs, subject to the provisions of section 20-62 herein. No institutional, subdivision, or entrance sign may be ~~internally~~directly illuminated;

Comment [Staff26]: Laurel suggested reducing the size of the standard informational signs.

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- ~~(6) No single sign in a residential zoning district governed by this section, except for flags, banners, subdivision signs and entrance signs, may exceed six (6) square feet in size;~~
- (7) Subdivision and entrance signs shall not exceed thirty-two (32) square feet of sign area, excluding the base, and shall not exceed eight (8) feet in height;
- ~~(10) There shall be a maximum of two (2) subdivision/entrance signs per public or private entrance into any residential subdivision or real estate development in a residential district; and~~
- ~~(11) Notwithstanding the foregoing, changeable copy signs are allowable for institutional uses as follows:~~
- ~~(a) Changeable copy signs must conform to the standards of ground signs as prescribed herein.~~
- ~~(b) Changeable copy signs will be permitted to have interchangeable poster panels, designed to be manually changed;~~
- ~~(c) The total changeable copy sign(s) area shall not exceed a total of twelve (12) square feet per sign face;~~
- ~~(d) Text information shall be a fixed, non-electrical, non-intermittent, static message with no wipes, fades, flashes or similar effects.~~
- ~~(8) Should any new zoning district be created that incorporates any residential use, this section shall apply to such new district unless otherwise stated in the ordinance creating the new zoning district.~~

Comment [Staff27]: New change. Decide whether to allow electronic changeable message signs.

Sec. 20-54. Height and Setback Requirements

- (a) Except for those signs permitted or required to be placed in the right-of-way, such as traffic control devices, All signs shouldshall be setback as follows:
- (1) Ten (10) feet from the curb line of each street adjacent to the lot upon which the sign is situated where an authorized curb cut exists; (applicable to all zoning districts);
 - (2) If the right-of-way is more than ten (10) feet from the curb line as described in (1) above, the sign, including its footing or foundations, shall be setback at least one (1) foot from the right-of-way (applicable to all zoning districts);
 - (3) In a residential zoning district, if the distance between the right of way to the front of the principal structure is less than fifteen (15) feet, signs shall be setback two-thirds (2/3) of the distance between the curbline and the front of the principal structure on the lot on which the sign is located;

- (4) Along all lot lines which are not adjacent to a road with an authorized curb cut, any and all signs shall be within the buildable area of the lot. All signs shall be so located and shall provide such vertical clearance as to provide for safe, convenient and unobstructed passage for pedestrians and vehicles.
- (b) No sign or sign structure above a height of three (3) feet shall be maintained within fifteen (15) feet of the intersection of the right-of-way lines extended of two (2) streets, or of a street intersection with a railroad right-of-way. However, a sign support structure not more than ten (10) inches in diameter may be located within the required corner visibility area if all other requirements of this Chapter are met and the lowest elevation of the sign surface is at least twelve (12) feet above the ground level.

~~(c) Window signs are only allowed on the ground floor of a commercial building.~~

~~(d) Also see regulations in Section 10 below.~~

Sec. 20-55. Convenience Stores and Service Stations with Pump Islands

In addition to the signs otherwise allowed in this Chapter, convenience stores and service stations with pump islands may have signage subject to the following limitations:

- (1) Within the limits of the canopy covering the pump islands, one (1) sign per canopy face per public street frontage with a maximum of six (6) square feet.
- (2) Within the limits of the canopy covering the pump islands, pump-island signs shall be limited to no more than two (2) signs per island, not to exceed four (4) square feet per sign. However, total square footage of all pump island signs shall not exceed twenty-four (24) square feet.
- (3) Accessory car wash, if a separate drive-through car wash building is on site, one (1) additional wall sign per ~~face~~ façade of ~~the~~ car wash, not to exceed five (5) square feet per sign, may be permitted.

~~(4) Notwithstanding the foregoing, changeable copy signs are allowable when accessory to service station, per Department of Agriculture regulation, as follows: fuel pricing information shall be a fixed, non-electrical, non-intermittent, static message with no wipes, fades, flashes or similar effects.~~

Comment [Staff28]: New change.

Comment [Staff29]: New Change. Decide whether to allow electronic changeable message signs.

Sec. 20-56. Non-Commercial Messages

Any sign provided for in any zoning district may contain non-commercial messages. In addition, during a political election, between the date of qualification and final determination on each ballot issue or candidate, each lot may display an unlimited number of standard informational signs as defined in Section 20-3 of this Chapter. Signs shall not be placed in the right-of-way, and permission from the property owner must be obtained.

Sec. 20-57. Wall, Canopy, or Projecting Signs

- (a) Wall, canopy or projecting signs shall be securely fastened to the building surface.
- ~~(b) No wall sign greater than one hundred eighty (180) square feet shall be placed below the twelfth story of a building.~~
- ~~(c)(b) Projecting signs may project from the building up to two (2) feet, provided that a No canopy or projecting sign shall be maintained less than ~~ten~~eight (408) feet above the ground level when erected over pedestrian walkways or driveways and no less than fourteen (14) feet above vehicle access.~~
- ~~(c) Projecting signs shall have a maximum height of 20 feet and a maximum area of 40 square feet, and may project up to 42 inches from the building.~~
- ~~(d) Wall signs may project from the building up to two (2) feet.~~
- ~~(d)(c) No wall, canopy or projecting sign shall extend above the parapet wall or any roofline.~~
- ~~(e)(f) Wall, canopy, or Pprojecting Ssigns are prohibited in residential districts.~~
- ~~(g) Wall, canopy or projecting signs must be located on the façade(s) of a building.~~
- ~~(h) Wall, canopy, or projecting signs shall be located only on the façade(s) which are immediately external to the use being advertised.~~
- ~~(i) At a minimum, a wall sign may be 30 square feet in size. The square footage may be increased to a size which is equal to 2 (two) square feet per 1 (one) linear foot of the building's primary façade, up to the maximum sizes set forth in the chart below, whichever is smaller.~~
- ~~(j) The size and number of wall signs allowed is dependent upon the size of the space to which they relate as follows:~~

Comment [Staff30]: New change – Community Council suggested.

Comment [Staff31]: New change – removed “projecting signs” as suggested by Community Council.

<u>Floor Area</u>	<u>Max Total Signage per Tenant Space (s.f)*</u>	<u>Maximum Size of Any one Sign (s.f)</u>	<u>Maximum Number of Wall Signs</u>	<u>Maximum number of signs per façade</u>
<u>Less than 2,500 sq. ft.</u>	<u>80</u>	<u>50</u>	<u>2</u>	<u>1</u>
<u>2,500 – 10,000 sq. ft.</u>	<u>150</u>	<u>80</u>	<u>2</u>	<u>1</u>
<u>10,000 – 25,000 sq. ft.</u>	<u>225</u>	<u>125</u>	<u>2</u>	<u>1</u>
<u>25,000 – 50,000 sq. ft.</u>	<u>350</u>	<u>200</u>	<u>2</u>	<u>2</u>
<u>50,000 – 100,000 sq. ft.</u>	<u>450</u>	<u>225</u>	<u>3</u>	<u>3</u>
<u>100,000 – 150,000 sq. ft.</u>	<u>550</u>	<u>275</u>	<u>4</u>	<u>4</u>
<u>Over 150,000 sq. ft.</u>	<u>800</u>	<u>300</u>	<u>5</u>	<u>5</u>

~~*(k) For the purpose of this section, tenant space shall mean an area within a building directly accessible by an exterior entrance.~~

Comment [Staff32]: New. Change.

~~(k) For buildings which provide access via vestibules and other common areas, with no direct access to any tenant space, the size and number of wall signs allowed is dependent upon the total floor area of the building to which they relate as follows:~~

Comment [Staff34]: New Change.

<u>Floor Area</u>	<u>Max Total Signage per Building (s.f.)</u>	<u>Maximum Size of Any one Sign (s.f.)</u>	<u>Maximum Number of Wall Signs</u>	<u>Maximum number of signs per facade</u>
<u>Less than 2,500 sq. ft.</u>	<u>80</u>	<u>50</u>	<u>2</u>	<u>1</u>
<u>2,500 – 10,000 sq. ft.</u>	<u>150</u>	<u>80</u>	<u>2</u>	<u>1</u>
<u>10,000 – 25,000 sq. ft.</u>	<u>225</u>	<u>125</u>	<u>2</u>	<u>1</u>
<u>25,000 – 50,000 sq. ft.</u>	<u>350</u>	<u>200</u>	<u>2</u>	<u>2</u>
<u>50,000 – 100,000 sq. ft.</u>	<u>450</u>	<u>225</u>	<u>3</u>	<u>3</u>
<u>100,000 – 150,000 sq. ft.</u>	<u>550</u>	<u>275</u>	<u>4</u>	<u>4</u>
<u>Over 150,000 sq. ft.</u>	<u>800</u>	<u>300</u>	<u>5</u>	<u>5</u>

Comment [Staff33]: New Change.

~~(k) For purposes of this Ordinance, the existing hanging signs in Dunwoody Village will be considered lawful projecting signs, and may be repaired or replaced as tenants change; provided the same size, style and color palette are followed.~~

Sec. 20-58. Ground Signs

~~(a) The height of all ground signs at their highest point above the level of the ground shall not exceed twenty (20) feet in non-residentially zoned districts; however, when the shall be measured from finished grade, which shall not be raised so as to create additional sign height. However, when the finished ground level is lower than the level of the adjoining street pavement, then a sign may be raised so as to be no more than twenty (20) feet the maximum height above the center line of street. Residentially zoned districts shall be governed by Section 20-53 above. The level of the ground shall not be altered in such a way to provide additional sign height. Ground signs shall be measured from the ground level base of the sign structure (deemed to include any skirting) to the highest point of the sign.~~

~~(b) All ground signs shall be monument signs. The use of exposed poles in ground signs is prohibited.~~

~~(c) The height of ground signs shall depend upon the nature of the uses to which the sign relates, as follows:~~

~~(b) The height of any directional sign shall not be more than three (3) feet above the ground and not more than 6 Square Feet.~~

~~(1) Lots which contain only one retail user or one office building of one story in height may have ground signs no greater than 7 feet in height and 8 feet in width. Sign area is not to exceed 45 square feet;~~

~~(2) Multi-story office buildings with more than 2 stories but less than 10 stories may have ground signs no greater than 10 feet in height and 5 feet in width. Sign area is not to exceed 40 square feet;~~

~~(3) Multi-story office buildings with more than 10 stories may have ground signs no greater than 20 feet in height and 10 feet in width. Sign area is not to exceed 160 square feet; and~~

~~(4) Ground sign for a lot with multiple retail tenants or planned commercial centers shall be as follows:~~

<u>Building Floor Area of Lot</u>	<u>Maximum Height</u>	<u>Maximum Width</u>	<u>Maximum Sign Area</u>
<u>Less than 2,500 sq. ft.</u>	<u>7 feet</u>	<u>6 feet</u>	<u>34 square feet</u>
<u>2,500 – 10,000 sq. ft.</u>	<u>10 feet</u>	<u>8 feet</u>	<u>64 square feet</u>
<u>10,000 – 25,000 sq. ft.</u>	<u>12 feet</u>	<u>10 feet</u>	<u>96 square feet</u>
<u>25,000 – 50,000 sq. ft.</u>	<u>15 feet</u>	<u>10 feet</u>	<u>120 square feet</u>
<u>50,000 – 100,000 sq. ft.</u>	<u>15 feet</u>	<u>12 feet</u>	<u>144 square feet</u>
<u>100,000 – 150,000 sq. ft.</u>	<u>17 feet</u>	<u>15 feet</u>	<u>204 square feet</u>
<u>150,000 – 250,000 sq. ft.</u>	<u>20 feet</u>	<u>15 feet</u>	<u>240 square feet</u>
<u>Over 250,000 sq. ft.</u>	<u>25 feet</u>	<u>15 feet</u>	<u>300 square feet</u>

Comment [Staff35]: New change from tenant space

~~(d) There shall be no more than one ground sign per street frontage per lot.~~

~~(e) All ground signs allowed for primary facades shall be placed between the primary facade and the street the primary facade faces.~~

~~(d) All ground signs allowed for secondary facades shall be placed between the secondary facade and the street the secondary facade faces.~~

Sec. 20-59. ~~Canopy Signs~~ Directional Signs

~~(a) The height of any directional sign shall not exceed three (3) feet above the ground and shall not exceed 6 square feet in area.~~

~~(b) Two directional signs are allowed per authorized curb cut.~~

~~Canopy signs are permitted in non-residential districts and shall be no less than eight (8) feet above the ground when erected over pedestrian walkways and fourteen (14) feet above areas of vehicle service access at the lowest extremity of the sign. No canopy sign shall extend above the parapet wall or any roofline.~~

Sec. 20-60. Non-Residential Zoning District Regulations Standard Informational Signs

~~(a) Standard informational signs shall not exceed six (6) feet in height or 16 square feet of sign area. In addition to all other applicable regulations in this Chapter, all lots that are located in non-residential districts not developed as a planned commercial center are limited to the following signs:~~

Comment [Staff36]: Laurel suggests reducing the size of standard informational signs.

~~(b) The maximum aggregate area of standard informational signage on a lot is 32 square feet unless otherwise allowed by Section 20-56.~~

Comment [Staff37]: Laurel suggests reducing the size of standard informational signs.

TABLE INSET:

	Ground Sign	Canopy or Wall Sign	Projecting Sign	Directional Sign	Entrance Sign	Subdivision Sign	Window Sign	Standard Informational Sign
Max Height	20 Feet	N/A	20 feet or height of building	3 feet	8 feet	12 feet	First floor height	10 feet
Max Width	8 to 15 feet, depending on size of the building as set forth in §20-58 above	80% of the Wall or Canopy Width	N/A	3 feet	8 feet	15 feet	N/A	N/A
Max sq. ft.	160 sq. ft.	30 sq. ft. or 4 sq. ft. per linear foot of the tenant width or canopy, whichever	40 feet	6 feet	32 feet	100 feet	10% of the window space	16 feet

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		er is greater; up to a maximum of 150 sq. ft. for buildings under 12 stories; and up to 500 sq. ft. for buildings 24 stories or more (See Article III, Section 9(b))						
Max number allowed	1/ façade feet	25 sign/tenant	1/primary façade and 1/secondary façade street frontage	2/ authorized curb cut	1/ entrance	12/ subdivision entrance	N/A	1 per lot
Max projection from structure	N/A	2 feet	2 feet	N/A	N/A	N/A	N/A	N/A
Required setback from electrical transmission lines	10 feet	N/A	0 feet	10 feet	N/A	10 feet	N/A	10 feet

~~(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 10 feet	N/A	3 feet	8 feet	N/A	40 feet
Maximum Width	20 15 feet	80% of the wall or canopy width per tenant space	3 feet	8 feet	N/A	N/A
Max. sq. ft.	200 120	30 sq. ft. or 4 sq. ft. per linear foot 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))	6	32	30% of the window space for buildings under 50,000 sq. ft.; 10% of the window area for buildings 50,000 sq. ft. or over	46 feet
Maximum number allowed	1 sign per business entity or tenant 1/street frontage	1/primary façade and 1/secondary façade 1/business entity/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	40 feet	N/A	0 feet	40 feet	N/A	40 feet

lines						
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- ~~(c) No property zoned for non-residential use may have more than one (1) ground sign that is oriented towards travelers along the same street.~~
- ~~(d) In addition to those regulations set forth in subsection (a) and (b) above, no person may maintain a lot zoned for commercial use where the aggregate sign area exceeds four hundred fifty (450) square feet, or two (2) square feet of signage for each one hundred (100) square feet of floor area, whichever is greater, regardless of the construction, placement or type of sign or signs.~~
- ~~(a) Nonresidential 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.~~

Sec. 20-61. Nonconforming Signs.

- (a) *Maintenance.* A nonconforming sign shall not be replaced by another nonconforming sign, except that the substitution or interchange of poster panels, painted boards, or dismountable material on nonconforming signs shall be permitted. All nonconforming signs shall be maintained in good repair.
- (b) *Repairs; Material Change.* Minor repairs and maintenance of nonconforming signs shall be permitted. Provided, however, no structural repairs or changes in the size or shape of a nonconforming sign shall be permitted except to make the sign comply with the standards of this Article; this includes the replacement of channel letters on raceway wall signs, and poles and/or frames for ground signs. To the extent that any sign allowable hereunder is damaged or destroyed by act of God or by other circumstances beyond control of owner of the sign then such sign may be repaired without regard to the restrictions of this section.
- (c) *Grandfathering.* Subject to the restrictions of this paragraph, a nonconforming sign may be used, but not expanded nor improved unless the sign is made conforming. Nonconforming signs are subject to the maintenance requirements of this Chapter and may be subject to removal for violations of maintenance standards. No structural repairs or change in shape or size of a nonconforming sign shall be permitted except to make the sign comply with all standards of this Chapter, provided that a nonconforming sign damaged or destroyed by act of God or by other circumstances beyond the control of the owner of the sign may be repaired without regard to the restrictions of this paragraph.

Sec. 20-62. Illumination

- ~~(a) Internally and externally illuminated signs are limited to halo and indirect lighting and shall not exceed twenty (20) foot candles of light at a distance of ten (10) feet from such structure. All exterior light fixtures shall be ground-mounted or affixed~~

~~directly and immediately above the sign face (e.g. gooseneck mounts), and no more than 2 fixtures per side.~~ The light from an illuminated sign shall be established in such a way that no direct light is cast upon adjacent properties and roadways. ~~No illuminated sign shall be constructed or maintained within seventy five (75) feet of any single family lot property line.~~

~~(b) Notwithstanding the foregoing, direct (also known as “internal”) lighting may be used, but shall be limited as follows:~~

~~(1) Directly lit channel letters, numbers and logos may be used on building facades on buildings with 3 or more stories, provided these raceway signs are located 50 feet or higher from ground level.~~

~~(2) Animated signs as permitted in Section 20-51(18).~~

Comment [Staff38]: New Change.

~~(3) All other directly lit cabinet lighting is prohibited.~~

Sec. 20-63. Building Code.

To the extent that it is not inconsistent with this Chapter, the present edition of the Standard Building Code, National Electric Code and other building and construction codes as adopted and modified by the City and the Georgia Department of Community Affairs are incorporated as a part of this Chapter as if fully restated herein for the same purposes stated in Sec. 20-1 hereof and for the same purposes for which the International Building Code was promulgated and enacted, which purposes are expressly incorporated herein.

Sec. 20-64. Zoning Ordinance

Except as provided elsewhere in this section, to the extent that it is not inconsistent with this Chapter, the City Zoning Ordinance, as amended including, but not limited to, definitions of terms contained therein, is incorporated as a part of this Chapter as if fully restated herein for the same purposes stated in Sec. 20-1 and for the same purposes for which the Zoning Ordinance, and any amendments thereto, were adopted, which purposes are expressly incorporated herein. However, to the extent that any regulations governing any zoning overlay district now existing or later enacted conflict with this Article, the rules of the zoning overlay district shall control.

Sec. 20-65. Variances.

(a) Where a literal application of this Article, due to special circumstances, would result in an unusual hardship in an individual case, a variance may be granted by the Board of Zoning Appeals after receiving evidence that the applicant meets all of the following criteria:

(1) Exceptional conditions pertaining to the property where the sign is to be located as a result of its size, shape, or topography, which are not applicable to other lands or structures in the area;

- (2) Granting the variance would not confer on the applicant any significant privileges which are denied to others similarly situated;
- (3) The exceptional circumstances are not the result of action by the applicant;
- (4) The requested variance is the minimum variance necessary to allow the applicant to enjoy the rights commonly enjoyed by others similarly situated;
- (5) Granting of the variance would not violate more than one (1) standard of this Article; and
- (6) Granting the variance would not result in allowing a sign that interferes with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic.

~~(b) No variance shall be granted to the height of a sign or the aggregate area of signs permitted on a lot.~~

~~(e)(b)~~ No variance shall be granted which increases the size, aggregate area, sign area of any sign more than twenty (20) percent of that allowed by this Chapter.

Comment [Staff39]: New change – removed additional variance provisions. Also, removed “or height” from subsection (b).

Sec. 20-66. Flags.

- (a) All flags shall be displayed on flagpoles, which may be vertical or mast arm flagpoles. In non-residential districts, flagpoles shall not exceed the height applicable zoning district, or sixty (60) feet, whichever is less. Flagpoles in residential districts shall not exceed twenty-five (25) feet in height or the height of the primary structure on the lot, whichever is less.
- (b) The maximum dimensions of any flag shall be proportional to the flagpole height. The hoist side of the flag shall not exceed twenty (20) percent of the vertical height of the flagpole when ground-mounted. ~~In addition, flags are subject to the following limitations:~~

~~(c)~~ In addition, flags are subject to the following limitations:

TABLE INSET:

Pole Height (feet)	Flag Size Maximum (total square feet)
Up to 25	24
25 – 39	40
40 – 49	60
50 – 60	96

~~(e)(d)~~ Each lot shall be allowed a maximum of three (3) flagpoles.

- ~~(c)~~ A maximum of two (2) flags shall be allowed per flagpole.
- ~~(f)~~ A vertical flagpole must be set back from all property boundaries a distance which is at least equal to the height of the flagpole.
- ~~(g)~~ Flags and flagpoles shall be maintained in good repair, and to the extent applicable shall be in compliance with the building code. Flagpoles with broken halyards shall not be used and flags which are torn or frayed shall not be displayed.
- ~~(h)~~ On officially designated City, State, or Federal holidays, there shall be no maximum flag size or number or other limitations on display.
- ~~(i)~~ This section shall not be construed to restrict the right to display eligible flags as banners as provided elsewhere in this Article.

Sec. 20-67. ~~Banners~~ Temporary Signs

- (a) Banners ~~shall conform to the following standards:~~
 - (1) Each banner shall not exceed twenty-four (24) square feet;
 - (2) Each banner must be individually attached to poles, mast arms, or other structures;
 - (3) No more than two (2) banners shall be displayed on any lot at one (1) time; and
 - (4) All banners must be maintained in good condition as provided for flags in Sec. 20-66.
 - (5) No banner shall be displayed for more than fourteen (14) days, with no more than ~~six (6) three (3)~~ such fourteen (14) day periods being permitted per calendar year per lot.

Comment [Staff40]: New change – removed whole section on pole banners.

~~(b) Sandwich boards:~~

- ~~(1) Each sandwich board shall not exceed three (3) feet wide by five (5) feet tall.~~
- ~~(2) Each board must be located within 10 feet of the pedestrian entrance to which the board relates;~~
- ~~(3) Such a board may be utilized only during the hours of operation of the store or entity using it and shall be removed during the hours it is closed.~~
- ~~(4) Sandwich boards are limited to one per tenant space.~~

~~(c) For any institutional use, 12 temporary signs during any calendar year provided said signs do not have any balloons, streamers, pennants or similar items attached; are not illuminated; shall be placed no closer than 10 feet from the back of any curb or outside of public right-of-way, whichever is greater; shall not exceed a size of 5 feet by 6 feet (including supports); and shall be erected for no more than 30 days, which must be consecutive.~~

Comment [Staff41]: New change from 15

~~(e) During a political election, between the date of qualification and final determination on each ballot issue or candidate, any lot may display an unlimited number of standard informational signs as defined in Section 20-3 of this Chapter.~~

Comment [Staff42]: Laurel suggests limiting this to no more than 5 signs to prevent proliferation in contravention of our stated policy.

~~(d) Under no circumstances shall any temporary sign be located so as to block the view of permanent sign or so as to create a safety hazard.~~

~~(e) Under no circumstances shall a temporary sign exceed the size of any permanent sign relating to the same user.~~

Section 2: Chapter 27 (Zoning Ordinance), Article III (Overlay Districts) of the City of Dunwoody Code of Ordinances shall be amended by changing the language of Section 27-1276 (Sign Regulations) to read as follows:

ADDITIONS – underlined
DELETIONS – ~~strikethroughs~~

Sec. 27-1276. Signs regulations.

All lots in the Dunwoody Village Overlay District shall comply with all requirements of the City’s Sign Ordinance, subject to the following additional regulations:

- (1) Signs shall be designed so as to be compatible with the Village/Colonial style that is characteristic of the Dunwoody Village Overlay District area ~~(standard sign layouts and shapes are attached);~~
- (2) ~~All~~ Ground signs shall be monument style signs with a base and framework made of brick;
- (3) ~~Free-standing signs shall not be permitted in the Main Street Zone as defined on the Dunwoody Overlay District Map, described in section 27-720.3, on frontages where any portion of the principal structure is located within thirty-two (32) feet of the front property line; Free-standing signs shall not be permitted in the public right of way;~~
- (4) For lots containing nine (9) or fewer store fronts, ground signs shall not exceed ~~six (6)~~ eight (8) feet in height and eight (8) feet in width;
- ~~(5) For lots containing nine (9) or fewer store fronts, ground signs shall not exceed thirty-two (32) square feet in sign area;~~

- ~~(6)~~ For lots containing nine (9) or fewer store fronts, signs shall be located no more than thirty-two (32) feet from the principal building;
- (7) For lots containing ten (10) or more store fronts, ground signs shall not exceed ~~ten (10)~~ twelve (12) feet in height and eight (8) feet in width;
- ~~(8)~~ For lots containing ten (10) or more store fronts, ground signs shall not exceed fifty-four (54) square feet in sign area;
- ~~(9)~~ Wall signs shall be located on the primary building facade and within fifteen feet (15) of the primary building entrance;
- ~~(40)~~(6) Window signs larger than two (2) square feet are prohibited;
- ~~(41)~~(7) Banners with the exception of pole banners as permitted in Chapter 20, Article 3, Section 20, are prohibited;
- ~~(42)~~(8) Signs shall have a matte finish consistent with a wood or wood-like appearance;
- ~~(43)~~(9) Sign colors, except for logos, shall be equal to or similar to colors available in Martin Senour Williamsburg Paint;
- ~~(44)~~(10) All signs shall be indirectly or halo lighted;
- ~~(45)~~(11) Internally lighted neon, gas, colored, flashing, animated, marquee, sound emitting, fluorescent, rotating or otherwise moving signs are prohibited; all visible neon is prohibited.
- ~~(46)~~(12) Sign shape and lettering shall be limited as follows:
 - ~~a.~~ All signs shall be rectangular, circular, or oval in proportion;
 - ~~b.~~a. Sign facing shall be flat in profile and shall not exceed a thickness of eight (8) inches.
 - ~~e.~~b. Signs with more than two (2) faces are prohibited.
 - ~~d.~~c. Sign lettering and logo content shall ~~consist of block lettering in which individual letters do~~ not exceed eighteen (18) inches in height.
 - ~~e.~~ Sign lettering material shall be of a material that will not permit the passage of light through the lettering.
- ~~(13)~~ Standard Informational Signs in the Dunwoody Village Overlay District:
 - ~~a.~~ shall not be more than three (3) feet above the ground;

Comment [Staff43]: Changed from "exposed"

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- b. shall not exceed six (6) Square Feet in area;
- c. shall not have more than two (2) sign faces;
- d. shall not be made from flexible materials, such as vinyl, cloth or paper;
- e. shall be free-standing, and not attached to permanent or temporary structures;
- f. shall conform to the color standards of the district;
- g. shall be maintained in good repair.

Section 3: These Amendments shall become effective immediately upon their adoption by the City Council, and incorporated into the Code of the City of Dunwoody, Georgia. These Amendments hereby repeal any and all conflicting ordinances and amendments.

SO ORDAINED, this 25th day of October, 2010.

Approved:

Ken Wright, Mayor

ATTEST:

Approved as to Form and Content:

Sharon Lowery, City Clerk
(Seal)

Brian Anderson, City Attorney