

MEMORANDUM

To: Mayor and City Council
From: Ronnie Kurtz, Planner II
Date: January 28, 2019
Subject: Amendment to City of Dunwoody Ordinances
Chapter 20—Hanging Signs

ITEM DESCRIPTION

Request to consider text amendment to the sign code (Chapter 20). The proposed change would allow for “hanging signs” to be permissible as ground signs to be installed at the entrance of residential subdivisions.

DISCUSSION

As code currently reads, all ground signs must be monument signs, with a base of a width not less than the width of the sign face. Such signs are typically costly and, in some instances, these regulations have priced out residential subdivisions from installing new signage at their entrances.

The proposed amendment inserts a definition for a “hanging” sign into Sec. 20-3, defined as “a permanent sign that projects outward from a fixed pole, typically at a 90-degree angle, and hangs downward from a bracket or support.” Sec. 20-53 is amended to permit hanging signs as subdivision entrance signs only. Such signs are already common in the City at the entrance of subdivisions as legal nonconforming signs; the effect of the amendment would thus be to allow all residential subdivisions to have such signs.

Additionally, prior the introduction of the new definition, the term “hanging sign” was used in the code as a synonym for “shingle sign.” References to these types of signs have been altered to accurately reflect the new definitions.

RECOMMENDATION

Staff recommends Mayor and City Council approve the attached draft changes to Chapter 20, as prepared.

Attachments:

Chapter 20, with edits.

STATE OF GEORGIA

CITY OF DUNWOODY

ORDINANCE NO. 2019-

AN ORDINANCE TO AMEND CHAPTER 20 (SIGNS); TO ALLOW GROUND MOUNTED HANGING SIGNS TO BE PLACED AT THE ENTRANCE OF RESIDENTIAL SUBDIVISIONS; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES

WHEREAS, the Mayor and City Council of the City of Dunwoody are empowered to regulate signs within the City of Dunwoody; and

WHEREAS, hanging signs are common at the entrance to subdivisions throughout the City of Dunwoody;

WHEREAS, the City of Dunwoody's sign regulations currently prohibit hanging signs attached to poles; and

WHEREAS, the Mayor and Council wish to amend the sign regulations to permit hanging signs at the entrance to subdivisions.

THEREFORE, THE MAYOR AND COUNCIL OF THE CITY OF DUNWOODY, GEORGIA HEREBY ORDAIN:

SECTION I: Subsection 20-3 of Chapter 20 is hereby amended to read as follows:

Sec. 20-3. - Definitions.

NOTE: Images appear below the definition to which they refer.

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. The inclusion of a definition in this list below should not be interpreted as a representation that a sign is permitted:

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, unkempt, or which is located on a property or business without an occupational tax certificate

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 or used by the United States Postal Service shall not be considered in calculating the aggregate sign area.

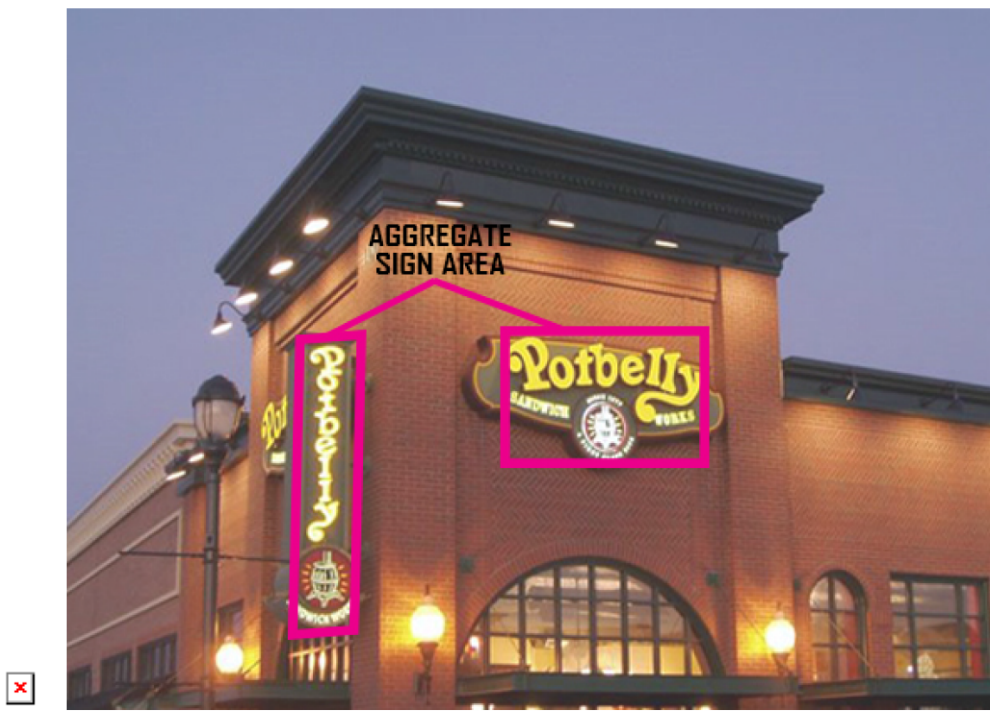


Image 1: Aggregate sign area

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/revolve to display a message in more than one direction, and tri-vision signs, but does not include flags, banners, or canopies.



Image 2: Animated sign

Area of a sign/sign area shall mean the area upon which a message is displayed on any sign consisting of the smallest square, rectangle, triangle, or circle, which encompasses the entire sign message, and excluding the base, apron, supports, border, trim 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.



Image 3: Area of sign

Awning/canopy shall mean an architectural element that is intended to be hung either with a frame or without a frame, protruding from the building façade with the purpose of protecting pedestrians from the elements. Awnings or canopies may extend over a sidewalk, walkway, or vehicle access area.



Image 4: Awning/Canopy

Awning/canopy sign shall mean a sign affixed to, superimposed upon, or painted on an awning/canopy or in which graphics and symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning itself. Awning/canopy signs are considered building signs and are further regulated by section 20-57.



Image 5: Awning/Canopy sign

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. Standard informational signs are excluded from the definition of a banner. Banners are considered temporary signs and are further regulated by section 20-67.



Image 6: Banner

Beacon sign/search light 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. Beacon signs/search lights are prohibited.

Building sign shall mean any wall, canopy, awning, or projecting sign affixed to a building. Building signs are further regulated by section 20-57.

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 due to a holiday, emergency, inclement weather, or the like.

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. Changeable copy signs are prohibited, except as allowed by section 20-53 and section 20-55.

Changeable copy sign, electronic 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.

City shall mean the City of Dunwoody, Georgia.

Direct lighting/illumination 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. Illumination is further regulated by section 20-62.



Image 7: Direct lighting/illumination

Directional sign shall mean any sign containing directional information to manage vehicular and pedestrian traffic on a property and to minimize and avoid vehicular and pedestrian conflicts. Directional signs are further regulated by section 20-59.



Image 8: Directional sign

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 display areas placed back to back, parallel to each other, where one sign face is designed to be seen from one direction and the other face from another direction.

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. Electronic signs are prohibited, except as allowed by section 20-55.

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.



Image 9: Entrance sign

Façade, primary shall mean the façade of the building which contains the primary building entrance.

Façade, secondary shall mean any façade that is not the primary building facade.

Flag shall mean any fabric or bunting containing colors, patterns, or symbols attached to a flagpole. Flags are further regulated by section 20-66.

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. Flagpole height shall be measured from average grade. Flagpoles are further regulated by section 20-66.



Image 10: Flag/Flagpole

Ground sign shall mean a permanently affixed sign which is wholly independent of a building for support with a base of a width not less than the width of the sign face. The base of the sign face shall be flush with the supporting base, and the supporting base shall be flush with the ground and extend the full width of the sign. All ground signs shall be monument signs unless explicitly noted otherwise. Ground signs are further regulated by section 20-58.



Image 11: Ground sign

Hanging sign shall mean a permanent sign that projects outward from a fixed column, typically at a 90-degree angle, and hangs downward from a bracket or support. The column must be made of brick, stone, or decorative concrete block. Exposed poles are prohibited. Hanging signs are permitted as subdivision/entrance signs only as defined in section 20-53.



Image 12: Hanging Sign

"Halo" lighting (and similar lighting styles) shall mean a specific style of illumination where the sign face and returns are mounted on standoffs away from the wall which project illumination to the wall surface giving the sign a halo effect. Illumination is further regulated by section 20-59.



Image ~~1342~~: Halo lighting

Illegal sign shall mean any sign that was erected in violation of the laws as they existed at the time the sign was established, including signs built without a permit and/or signs that were not built in conformance with 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 lighting may be transmitted via direct lighting, indirect lighting, routed push through, halo lighting, or other acceptable methods. Illumination is further regulated by section 20-62.

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. Illumination is further regulated by section 20-62.



Image ~~1413~~: Indirect lighting

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 and monasteries, elementary, middle and high school, both public and private, fire and rescue services, hospital, house of worship, jails and prisons, library, museum, parks and 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, wastewater treatment plant, and zoos.

LCD sign shall mean an electronically controlled sign utilizing liquid crystal diodes to form some or all of the sign message. LCD signs are prohibited, except as allowed by section 20-55.

LED sign shall mean an electronically controlled sign utilizing light-emitting diodes to form some or all of the sign message. LED signs are prohibited, except as allowed by section 20-55.

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.

Menu sign/ordering kiosk shall mean a sign/kiosk that may contain a microphone, ordering screen, and speaker for the purpose of ordering services and products sold on the premises. Menu signs/ordering kiosks are further regulated by section 20-49(11) and section 20-55(3).

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 directions not back-to-back, whether or not all faces contain some message. Multi-faced signs are prohibited.

Neon sign shall mean a sign composed of exposed, visible neon tubing. Neon sign shall also include signs similar in appearance but illuminated via other gases or liquids similar to neon.

Nonconforming sign shall mean any sign which was lawfully permitted by the jurisdiction of record, and was legal at the time of establishment, but does not conform to the provisions of this chapter. Nonconforming signs are further regulated by section 20-61.

Permanent sign shall mean any sign that is not temporary.

Permit shall mean a sign permit reviewed, approved and issued by the 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 multiple offices, residences, retail or industrial uses, or combination of such 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.

Pole sign shall mean a permanent sign that is mounted on a freestanding pole or other support that is placed on, or anchored in, the ground and that is independent from any building or other structure. Pole signs are prohibited.



Image ~~1514~~ 1514: Pole sign

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 chapter, sandwich board signs, banners and pole banners as prescribed herein are not considered portable signs. Portable signs are prohibited, except as allowed by section 20-51(15).



Image ~~1615~~: Portable sign

Projecting sign shall mean any sign which projects outward from a building or other structure and extends more than 24 inches horizontally from the plane of the building wall. The signage area must not be parallel to the building. Projecting signs are considered building signs and are further regulated by section 20-57.

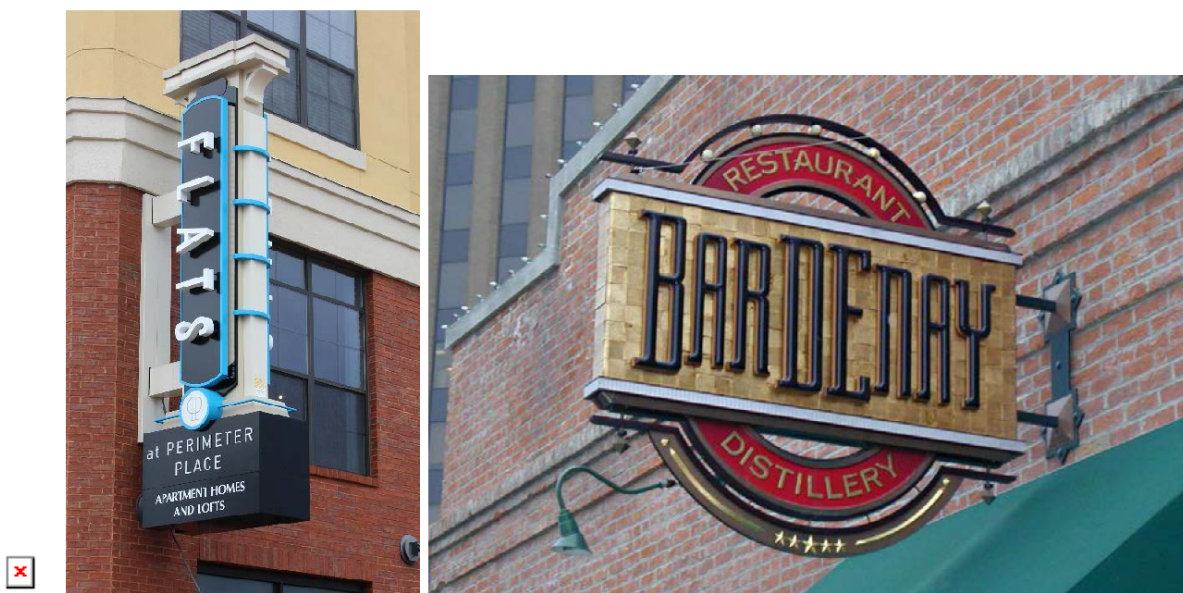


Image ~~1716~~: Projecting sign

Pump-island sign shall mean a sign located under a canopy and on top of the pump islands of a service station or convenience store with gas pumps. Pump island signs are further regulated by section 20-55.

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 attachment point, or a sign that wholly or partially 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. Roof signs are prohibited.



Image 1847: Roof sign

Rotating sign. See animated sign.

Routed push-through shall mean illumination that displays information on the sign face with the letters/logo routed-out and an acrylic panel placed behind it, to allow light to penetrate through the sides of the letters/logos only. Faces of signs must be opaque, and letters/logos may extend no more than one-quarter-inch from the sign. Illumination is further regulated by section 20-62.



Image 1948: Routed push-through

Sandwich board sign shall be a single or double-faced, hinged or un-hinged, temporary sign designed to be used on a sidewalk or pedestrian way. Sandwich boards are further regulated by section 20-67.



Image ~~2019~~ 2019: Sandwich board sign

Shingle/suspended sign shall mean a sign that projects less than 24 inches outward from a building, typically at a 90-degree angle, and hangs downward from a bracket or support. Shingle/suspended signs may extend over a sidewalk, walkway, or vehicle access area. No shingle/suspended sign shall be maintained less than eight feet above the ground level when erected over pedestrian walkways or driveways and no less than 14 feet above vehicle access. Shingle/suspended signs are further regulated by section 20-66.



Image ~~2120~~ 2120: Shingle/suspended sign

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 and is directed to be viewed from any outdoor space. 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 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 inches, and which is no greater than nine square feet in area. Banners and directional signs are not included in the definition of a standard informational signs. Banners are considered temporary signs. Standard informational signs are further regulated by section 20-60.

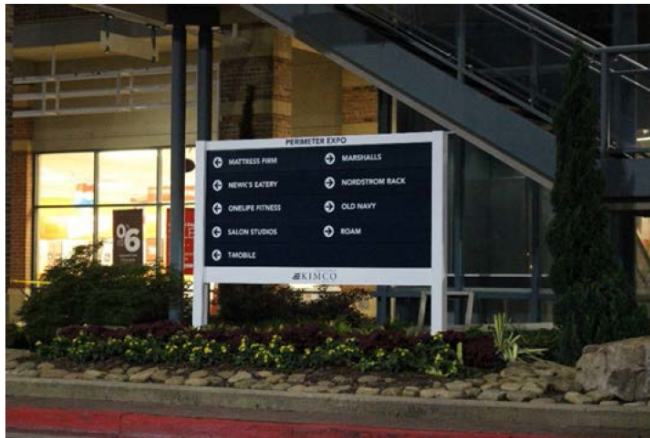


Image ~~2221~~: Standard informational sign

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 150 feet of a street and visible therefrom. String lights are prohibited, except as allowed by subsection 20-49(8).

Subdivision sign shall mean a sign placed at the intersection of two roads, at least one of which is a public road, with the other road being the main thoroughfare into and out of a commercial or residential development and consisting of either a ground sign or a wall sign as permitted otherwise in this ordinance. Subdivision signs are further regulated by section 20-53.

Temporary signs shall mean any sign not permanently affixed to the ground or other permanent structure or foundation and designed to be displayed for a limited time. Temporary signs are further regulated by section 20-67.

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. Tri-vision signs are prohibited.

Wall sign shall mean any sign attached parallel/flat 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 eight inches from any wall, building, or structure. Wall signs are considered building signs and are further regulated by section 20-57.

Window sign shall mean any sign that is placed on, in or intrudes over a window opening or upon the window panes of glass, either inside or outside the building, and is oriented to be viewed from the exterior of the structure. Customary displays of merchandise behind a store window are not considered window signs. Window signs are further regulated by section 20-49(1) and section 20-51(2).

SECTION II: Subsection 20-51 of Chapter 20 is hereby amended to read as follows:

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;
- (2) Window signs which exceed 30 percent of the area of an individual window frame or multiple window signs that exceed 30 percent of the total 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 visually 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);
- (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, fence, street sign, or other structure with the exception of signs on fences and walls as permitted herein;
- (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) Multi-faced signs;
- (13) Signs that are in violation of the rules and regulations of any zoning overlay district;
- (14) Any sign constructed of non-durable material including, but not limited to, paper, canvas, vinyl, cardboard or flexible plastic that has been displayed for more than 60 days. Nothing herein shall prohibit such a sign from being replaced. This provision does not apply to awnings (as defined in section 20-3), flags and banners which are governed by sections 20-66 and 20-67, respectively;
- (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 signs, including balloons, streamers, air or gas filled figures, except in single-family residences and fee simple multi-family residences for non-commercial use;
- (19) Electronic signs except those permitted by section 20-55;
- (20) Beacon sign/search light;
- (21) LCD signs and similar type technologies, except those permitted by section 20-55;
- (22) LED signs and similar type technologies, except those permitted by section 20-55;
- (23) Changeable copy sign/reader board, except for service stations as prescribed in section 20-55, and institutional uses as prescribed in section 20-53;
- (24) Pole signs;
- (25) Neon window signs larger than three square feet;
- (26) Reserved;
- (27) Tri-vision sign; and
- (28) Any sign that changes color(s), flashes, blinks, oscillates, or intimates movement through lighting effect(s).

SECTION III: Subsection 20-53 of Chapter 20 is hereby amended to read as follows:

Sec. 20-53. - Restrictions in residential zoning districts and multifamily land use in O-I districts.

- (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 12 square feet per lot, with no individual sign area exceeding six 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 a sign area exceeding six square feet per dwelling unit, and/or not to exceed an aggregate of 100 square feet for the lot;
- (3) Residential zoning districts, other than lots used for institutional purposes, shall not display more than two standard informational signs unless otherwise allowed by section 20-56 with each sign not to exceed six 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;
- (5) Ground signs and standard informational signs having a height of greater than six 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 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 five feet in height and ten 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 feet in height and five feet in width for each secondary entrance. For apartment developments of less than 250 units, ground signs shall not exceed five feet in height or five 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) 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 directly illuminated;
- (9) Subdivision and entrance signs shall not exceed 32 square feet of sign area, excluding the base, and shall not exceed eight feet in height;
- (10) Subdivision signs may exist as a ground sign, hanging sign, or as a sign affixed to a retaining wall or decorative wall established for the entrance;

- (11) There shall be a maximum of two subdivision/entrance signs per public or private entrance into any residential subdivision or real estate development in a residential district; and
- (12) 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 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.

SECTION IV: Subsection 20-57 of Chapter 20 is hereby amended to read as follows:

Sec. 20-57. - Building signs.

- (a) Wall, canopy, awning, or projecting signs shall be securely fastened to the building surface.
- (b) No canopy or projecting sign shall be maintained less than eight feet above the ground level when erected over pedestrian walkways or driveways and no less than 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 feet.
- (e) No wall, canopy, awning, or projecting sign shall extend above the parapet wall or any roofline.
- (f) Wall, canopy, awning, or projecting signs are prohibited in residential districts.
- (g) Wall, canopy, awning, or projecting signs must be located on or attached to the facade(s) of a building.
- (h) Wall, canopy, awning, or projecting signs shall be located only on the facade(s) which are immediately external to the use being advertised.
- (i) The size and number of building signs allowed is dependent upon the size of the space to which they relate as follows:

Floor Area	Max Total Signage per Tenant	Maximum Size of Any One Sign (s.f)	Maximum Number of Building Signs	Maximum Number of Signs per Facade

	Space (s.f)*			
Less than 2,500 square feet	80	50	2	1
2,500— 10,000 square feet	150	80	2	1
10,000— 25,000 square feet	225	125	2	1
25,000— 50,000 square feet	350	200	2	2
50,000— 100,000 square feet	450	225	3	3
100,000— 150,000 square feet	550	275	4	4
Over 150,000 square feet	800	300	5	5

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

- (j) 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:

Floor Area	Max Total Signage per Building (s.f.)	Maximum Size of Any One Sign (s.f.)	Maximum Number of Building Signs	Maximum Number of Signs per
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				Facade
Less than 2,500 square feet	80	50	2	1
2,500— 10,000 square feet	150	80	2	1
10,000— 25,000 square feet	225	125	2	1
25,000— 50,000 square feet	350	200	2	2
50,000— 100,000 square feet	450	225	3	3
100,000— 150,000 square feet	550	275	4	4
Over 150,000 square feet	800	300	5	5

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

SECTION V: Subsection 20-58 of Chapter 20 is hereby amended to read as follows:

Sec. 20-58. - Ground signs.

- (a) The height of all ground signs 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 the maximum height above the center line of street. 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 for non-residential uses shall depend upon the nature of the uses to which the sign relates, as follows:
- (1) Lots which contain a single-use building which one story in height may have ground signs no greater than seven feet in height and eight feet in width. Sign area is not to exceed 45 square feet;
 - (2) Multi-story office buildings with two or more stories but less than ten stories may have ground signs no greater than ten feet in height and five feet in width. Sign area is not to exceed 60 square feet;
 - (3) Multi-story office buildings with ten or more stories may have ground signs no greater than 20 feet in height and ten feet in width. Sign area is not to exceed 100 square feet; and
 - (4) Ground sign for a lot with multiple retail tenants or planned commercial centers shall be as follows:

Building Floor Area of Lot	Maximum Height	Maximum Width	Maximum Sign Area
Less than 2,500 square feet	7 feet	6 feet	34 square feet
2,500—10,000 square feet	10 feet	8 feet	64 square feet
10,000—25,000 square feet	12 feet	10 feet	96 square feet
25,000—50,000 square feet	15 feet	10 feet	120 square feet
50,000—100,000 square feet	15 feet	12 feet	144 square feet
100,000—150,000	17 feet	15 feet	204 square feet

square feet			
150,000—250,000 square feet	20 feet	15 feet	240 square feet
Over 250,000 square feet	25 feet	15 feet	300 square feet

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

(e) For purposes of this chapter, the existing hanging signs in Dunwoody Village will be considered legal nonconforming ground signs, and may be repaired or replaced as tenants change; provided the same size and style are followed.

SECTION VI:

a. It is hereby declared to be the intention of the Mayor and Council that all sections, paragraphs, sentences, clauses and phrases of this Ordinance are or were, upon their enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.

b. It is hereby declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, each and every section, paragraph, sentence, clause or phrase of this Ordinance is severable from every other section, paragraph, sentence, clause or phrase of this Ordinance. It is hereby further declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, no section, paragraph, sentence, clause or phrase of this Ordinance is mutually dependent upon any other section, paragraph, sentence, clause or phrase of this Ordinance.

c. In the event that any section, paragraph, sentence, clause or phrase of this Ordinance shall, for any reason whatsoever, be declared invalid, unconstitutional or otherwise unenforceable by the valid judgement or decree of any court or competent jurisdiction, it is the express intent of the Mayor and Council that such invalidity, unconstitutionally or unenforceability shall, to the greatest extent allowed by law, not render invalid, unconstitutional or otherwise unenforceable any of the remaining sections, paragraphs, sentences, clauses or phrases of this Ordinance and that, to the greatest extent allowed by law, all remaining sections, paragraphs, sentences, clauses or phrases of this Ordinance shall remain valid, constitutional, enforceable, and of full force and effect.

SECTION VII: All ordinances or parts of ordinances in conflict with this Ordinance are hereby repealed to the extent of such conflict.

SECTION VIII: This Ordinance shall be codified in accordance with State law and the Code of the City of Dunwoody, Georgia. This Ordinance shall become effective upon adoption.

SO ORDAINED, this _____ day of _____, 2019.

Approved by:

Approved as to form:

Denis L. Shortal, Mayor

Cecil G. McLendon, City Attorney

Attest:

Sharon Lowery, City Clerk

SEAL