

MEMORANDUM

To: Mayor and City Council
From: Richard Hathcock, Senior Planner
Date: August 10, 2020
Subject: Text Amendment
Section 27-97 —Dunwoody Village Overlay

ITEM DESCRIPTION

This item is a request to consider a text amendments to Section 27-97-*Dunwoody Village Overlay*. The proposed revisions are attached to this memo.

DISCUSSION

The Mayor and City Council members have received numerous request to temporary signs within the Dunwoody Village Overlay. Staff has been directed to draft a text amendment to allow temporary signs within the Dunwoody Village Overlay.

RECOMMENDATION

- (e) *Signs*. All signs within the Dunwoody Village Overlay district are subject to the requirements of the city's sign ordinance and the following additional regulations:
- (1) Signs must be designed and constructed to be compatible with the architectural style that is characteristic of the Dunwoody Village Overlay district area.
 - (2) Ground signs must be monument-style signs with a brick base.
 - (3) For lots containing nine or fewer storefronts, ground signs may not exceed eight feet in height and eight feet in width.
 - (4) For lots containing ten or more storefronts, ground signs may not exceed 12 feet in height and eight feet in width.
 - (5) **Temporary signs are permitted pursuant to Section 20-67.**
 - (6) Signs must have a matte finish and be constructed of wood or other substitute material approved by the design review advisory committee because of its wood-like appearance and durability.
 - (7) Neon, gas, colored, flashing, animated, marquee, sound emitting, fluorescent, rotating or otherwise moving signs are prohibited. This prohibition notwithstanding, a single LED or neon sign up to two square feet in area is allowed, provided that the sign does not employ any flashing, animation, movement or sound and provided that the sign may be illuminated only during hours in which the establishment is open for business.
 - (8) Sign shape and lettering is limited as follows:
 - a. Sign facing must be flat in profile and may not exceed eight inches in thickness.
 - b. Sign lettering and logo content may not exceed 18 inches in height.
 - (9) Standard informational signs:
 - a. May not be more than three feet above grade;
 - b. May not exceed six square feet in area;
 - c. May not have more than two sign faces;

- d. May not be made from flexible materials, such as vinyl, cloth or paper;
- e. Must be free-standing and not attached to permanent or temporary structures;
- f. Must comply with the color standards of the district; and
- g. Must be maintained in good repair.

Staff recommends **APPROVAL**.

Attachments:

Chapter 27, Section 97

**AN ORDINANCE AMENDING CHAPTER 27 OF THE CITY OF DUNWOODY
CODE OF ORDINANCES SECTION 27-97 – DUNWOODY VILLAGE OVERLAY**

WHEREAS, the City of Dunwoody is charged with preserving the health, safety and welfare of the citizens of the City; and

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

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

27-97 – Dunwoody Village Overlay

- (e) *Signs.* All signs within the Dunwoody Village Overlay district are subject to the requirements of the city's sign ordinance and the following additional regulations:
 - (1) Signs must be designed and constructed to be compatible with the architectural style that is characteristic of the Dunwoody Village Overlay district area.
 - (2) Ground signs must be monument-style signs with a brick base.
 - (3) For lots containing nine or fewer storefronts, ground signs may not exceed eight feet in height and eight feet in width.
 - (4) For lots containing ten or more storefronts, ground signs may not exceed 12 feet in height and eight feet in width.
 - (5) Temporary signs are permitted pursuant to Section 20-67.
 - (6) Signs must have a matte finish and be constructed of wood or other substitute material approved by the design review advisory committee because of its wood-like appearance and durability.
 - (7) Neon, gas, colored, flashing, animated, marquee, sound emitting, fluorescent, rotating or otherwise moving signs are prohibited. This prohibition notwithstanding, a single LED or neon sign up to two square feet in area is allowed, provided that the sign does not employ any flashing, animation, movement or sound and provided that the sign may be illuminated only during hours in which the establishment is open for business.
 - (8) Sign shape and lettering is limited as follows:
 - a. Sign facing must be flat in profile and may not exceed eight inches in thickness.
 - b. Sign lettering and logo content may not exceed 18 inches in height.
 - (9) Standard informational signs:
 - a. May not be more than three feet above grade;
 - b. May not exceed six square feet in area;
 - c. May not have more than two sign faces;
 - d. May not be made from flexible materials, such as vinyl, cloth or paper;
 - e. Must be free-standing and not attached to permanent or temporary structures;
 - f. Must comply with the color standards of the district; and

**STATE OF GEORGIA
CITY OF DUNWOODY**

ORDINANCE 2020-__-__

g. Must be maintained in good repair.

SO ORDAINED, this ____ day of _____, 2020.

Approved:

Lynn Deutsch, Mayor

ATTEST:

Approved as to Form and Content:

Sharon Lowery, City Clerk
(Seal)

City Attorney

Sec. 20-67. - Temporary signs.

(a) General regulations.

- (1) Each temporary sign shall not exceed 24 square feet;
- (2) Each temporary sign must be individually attached to poles, mast arms, fences, building facade or other similar structures;
- (3) No more than two temporary signs shall be displayed on any lot at one time; and
- (4) All temporary signs must be maintained in good condition as provided for flags in section 20-66.
- (5) No temporary sign shall be displayed for more than 14 consecutive days, with no more than six such 14-day periods being permitted per calendar year per lot.
- (6) Pole banners are regulated by section 26-279 and are not subject to the standards of this chapter.

(b) Sandwich boards.

- (1) Each sandwich board shall not exceed three feet wide by five feet tall.
- (2) Each board must be located within ten feet of a pedestrian entrance of the sponsor of the board;
- (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 ten feet from the back of any curb or outside of public right-of-way, whichever is greater; shall not exceed a size of five feet by six feet (including supports); and shall be erected for no more than 30 days, which must be consecutive.

(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.

(Ord. No. 2010-10-39, § 1, 10-25-2010; Ord. No. 2017-07-18, § I, 7-24-2017; Ord. No. 2018-05-10, § IV, 5-21-2018)

