

## **MEMORANDUM**

**To:** Mayor and City Council  
**From:** Paul Leonhardt, Planning & Zoning Manager  
**Date:** June 14, 2021  
**Subject:** New Sign Code

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### **ITEM DESCRIPTION**

This item is a request to adopt a new sign code. The new code would replace the existing Chapter 20 – Signs, of the Dunwoody Code of Ordinances in its entirety.

### **DISCUSSION**

In 2020, the City of Dunwoody has procured the ZoneCo consulting team to draft a new sign code. The key objective is to adopt a new sign code with the aim of balancing commercial demand for signage in a modern, urban environment with citizen demands for an attractive, uncluttered aesthetic associated with a residential area. Additionally, the City aspires to harmonize ease of permitting with proper oversight.

Throughout the second half of 2020 and into 2021, a City-appointed steering committee provided guidance for goals and processes, resulting in a first draft that was posted for public comment. In April and May, the Planning Commission held a public hearing, reviewed the draft section by section and subsequently recommended approval for the new sign code. Discussion centered around increasing the size of wall signs for big-box stores, simplifying regulations for monument signs, and adjusting language in the sign code to match the zoning ordinance.

### **STAFF RECOMMENDATION**

Staff recommends **APPROVAL**.

### **PLANNING COMMISSION RECOMMENDATION**

The Planning Commission recommended **APPROVAL** in a unanimous vote (6-0).

### **ATTACHMENTS**

Chapter 20 – New sign code  
Sign code calibration memo  
Sign Size Visualization  
Public comment received

**AN ORDINANCE AMENDING CHAPTER 20 OF THE CITY OF DUNWOODY  
CODE OF ORDINANCES BY ADOPTING A NEW SIGN CODE TO REPLACE THE  
CURRENT SIGN CODE**

- WHEREAS,** the City of Dunwoody is charged with preserving the health, safety and welfare of the citizens of the City; and
- WHEREAS,** the City of Dunwoody finds that signs provide an important medium through which persons may convey a variety of noncommercial and commercial messages; and
- WHEREAS,** the City of Dunwoody finds that signs, due to their size, number, location, lighting type, and design characteristics, can become a threat to public safety as a traffic hazard, a detriment to property values, and to the City's general welfare; and
- WHEREAS,** the City of Dunwoody has sought and incorporated the guidance of subject matter experts and community stakeholders by establishing a steering committee for the creation of the new sign code; and
- WHEREAS,** said steering committee has met four times and provided a framework for the draft of the new sign code; and
- WHEREAS,** the Mayor and City Council of the City of Dunwoody are empowered to regulate the display of signs within the City of Dunwoody; and
- WHEREAS,** the Mayor and City Council wish to create new standards for signs within the City of Dunwoody.

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

The current chapter 20 (Signs) of the City of Dunwoody Code of Ordinances is hereby fully replaced by Attachment A.

Attachment A: Chapter 20. Signs

**STATE OF GEORGIA  
CITY OF DUNWOODY**

**ORDINANCE 2021-\_\_-\_\_**

**SO ORDAINED**, this \_\_\_\_ day of \_\_\_\_\_, 2021.

Approved:

\_\_\_\_\_  
Lynn Deutsch, Mayor

ATTEST:

Approved as to Form and Content:

\_\_\_\_\_  
Sharon Lowery, City Clerk  
(Seal)

\_\_\_\_\_  
City Attorney

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## Chapter 20. Signs

**Purpose and Intent**

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## Chapter 20. Signs

**Purpose and Intent****ARTICLE I. - INTRODUCTION AND HOW TO USE THIS SIGN CODE****Sec. 20-1. Purpose and Intent**

- (1) 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, a detriment to property values and to the City's general public welfare, and 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.
- (2) 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.
- (3) 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 common 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 the State 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 chapter, the provisions of this chapter are unrelated to the content of speech provided and allow maximum expressive potential to sign owners.
- (4) The purpose and intent of the governing authority of the City in enacting this chapter are as follows:
  - a. To protect the health, safety and general welfare of the citizens of Dunwoody, and to implement the policies and objectives of the comprehensive plan of the City through the enactment of a comprehensive set of regulations governing signs in the City;
  - b. To regulate the erection and placement of signs in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers or pedestrians;

## Chapter 20. Signs

### Applicability

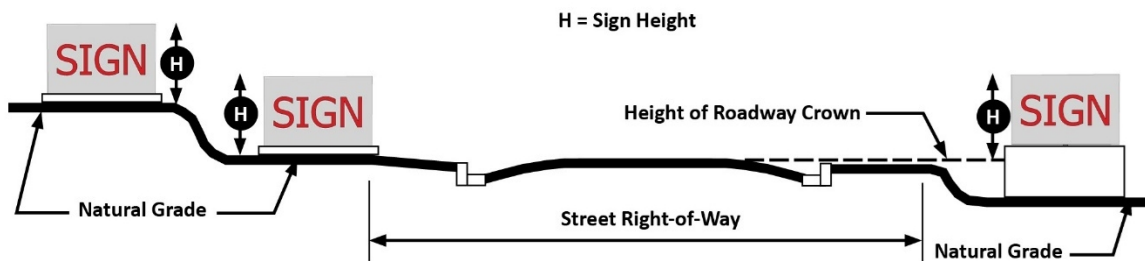
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- c. To preserve the value of property on which signs are located and from which signs may be viewed;
- d. To maintain an aesthetically attractive City in which signs are compatible with the use patterns of established zoning districts;
- e. To maintain for the City's residents, workers and visitors a safe and aesthetically attractive environment and to advance the aesthetic interest of the City;
- f. 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;
- g. To provide fair and reasonable opportunities for businesses which are located within the City, and to provide for the identification of the availability of products, goods or services so as to promote the economic vitality of businesses;
- h. To ensure the protection of free speech rights under the State of Georgia and United States Constitutions;
- i. 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;
- j. 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;
- k. To provide for temporary signs in limited circumstances;
- l. 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
- m. To provide for the maintenance of signs, and to provide for the enforcement of the provisions of this chapter.

#### Sec. 20-2. Applicability

The provisions of this article shall apply to all signs erected within the corporate limits of the City that are directed to be viewed from the outdoors. All erection, construction, reconstruction, enlargement, moving, altering, or converting of signs in the City shall be performed in compliance with the requirements of this chapter.

## Chapter 20. Signs

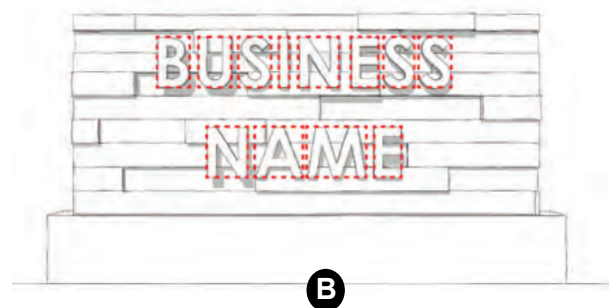
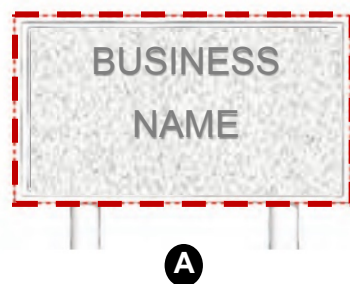
**How to Measure Sign Dimensions****Sec. 20-3. How to Measure Sign Dimensions****(1) Sign Height Measurement**

- a. The height of a sign shall be measured from the finished grade (as defined in Dunwoody Code Sec. 27-621 – Terms Defined), which shall not be raised so as to create additional sign height, or the height of the roadway crown of the adjacent street which the sign faces, whichever is higher, to the highest point of the sign structure, including the bracket, supports, and any sign face surrounds. The above diagram illustrates sign height measurement.

- b. All sign height standards herein shall be considered as measured above grade.

**(2) Sign Area Measurement**

- a. For signs on a background, the entire area of the framework or background of the sign is calculated as the sign area, including any material or color forming the sign face or background used to differentiate the sign from the sign structure against which it is placed. (See diagram “A” below).
- b. For signs consisting of freestanding letters or features attached to a wall, the sign area is calculated as the total area of each individual letter or feature. (See diagram “B” below). Sign area does not include any supporting framework or bracing unless such framework or bracing is part of the message or sign face. (See diagram “A” below).



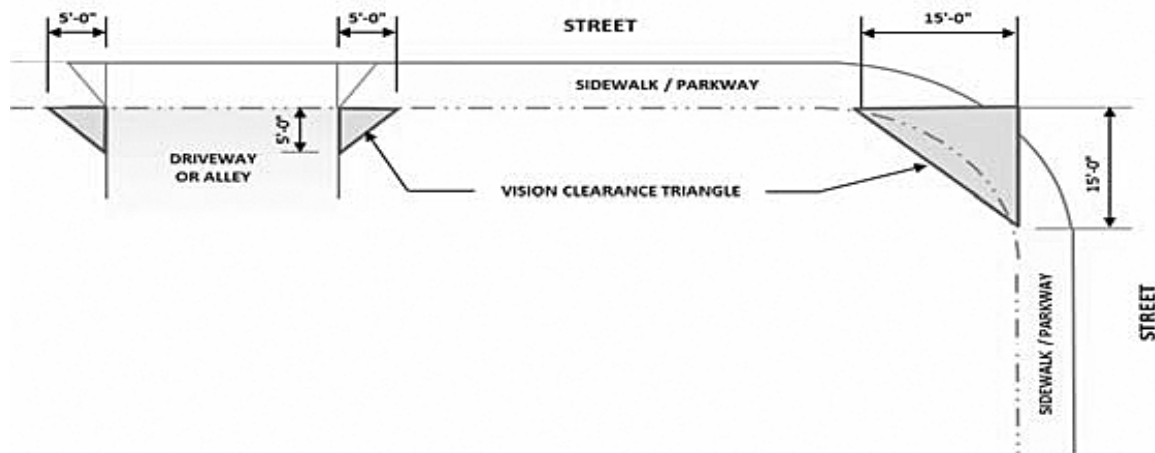
- c. For window signs, including neon window signs, the total sign area is measured by multiplying the full width of the overall sign copy, including the lettering, logo, and graphics, by the overall height of the sign copy in a rectangular manner, regardless of the arrangement of the copy.
- d. When two sign faces are placed back-to-back, so that both faces cannot be viewed from any one point at the same time and part of the same sign structure and are not more than 24 inches at its furthest distance apart, the sign area shall be computed by the measurement of one of the faces.

## Chapter 20. Signs

### Sign Location

#### Sec. 20-4. Sign Location

- (1) Signs shall not be situated so that they interfere with the movement or visibility for pedestrians, cyclists, motorists, or in any way obstructs views of traffic signals and other traffic devices.
- (2) Signs and their supporting structures shall not interfere with public utility equipment or communication lines/equipment that are either above or below the grade.
- (3) At a minimum, signs shall not be located within the vision clearance triangle. The vision clearance triangle means the triangular area adjacent to the intersection of any street established by measuring a distance of 15 feet from the point of intersection of two streets along the right-of-way of each of the intersecting streets, or a distance of 5 feet from the point of intersection of a street and a driveway and connecting the ends of each measure distance to assure adequate visibility sight lines for vehicular traffic approaching the intersection. *Exception:* Wall signs and any other signs that are placed flat against a building wall are not subject to this requirement.



#### Sec. 20-5. Landscaping Requirement

Except where otherwise provided by the district regulations, an area around the base of each ground-mounted sign equal to the sign face area must be landscaped to improve the overall appearance of the sign and to reduce the risk of vehicles colliding with the sign or its supports. Landscaping must include natural vegetation and may include other materials and components such as brick or concrete bases or planter boxes. Within the vision clearance triangle, landscaping shall include only grass and/or a mulched landscape bed of annual plantings that do not grow higher than 24 inches.

#### Sec. 20-6. 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, or otherwise in violation of the requirement in this Section, the permit for such sign shall be revoked as set forth in Article VI of this Code.

## Chapter 20. Signs

### Sign Maintenance

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#### Sec. 20-7. Sign Maintenance

All signs shall be maintained in safe and good structural condition, in compliance with all applicable building and electrical codes, and in conformance with this chapter at all times. Such maintenance includes replacement of all defective bulbs, parts, materials, painting, repainting, cleaning, and other acts required for maintenance of erected signs. If any sign does not comply with the above maintenance and repair standards, the City shall require its removal in accordance with Article VI of the City zoning ordinance.

#### Sec. 20-8. Building Code Compliance

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 section 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. 20-9. Removal of Unsafe, Unlawful, or Abandoned Signs

(1) Upon written notice by the City, the owner, person, or firm maintaining a sign shall remove the sign when it becomes unsafe, is in danger of falling, or it is determined by the City to be a nuisance in accordance with Dunwoody Code Ch. 22 – Nuisances, or it is deemed unsafe by the City or it is unlawfully erected in violation of any of the provisions of this chapter.

(2) The City may remove or cause to be removed the sign at the expense of the property owner or authorized agent in the event of the owner of the person or firm maintaining the sign has not complied with the terms of the notice within 30 days of the date of the notice. In the event of immediate danger, the City may remove the sign immediately.

#### Sec. 20-10. Permits

Except for those signs set forth herein which may be erected without obtaining a permit, every person desiring to erect a sign shall first obtain a sign permit and all other permits required for the desired structure in accordance with City ordinances.

#### Sec. 20-11. Sign Contractor's License and Insurance

To erect a sign, a contractor must provide documentation in the form of occupational tax certificate and certificate of insurance. 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 occupation tax certificate in the state 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 \$25,000.00 for property damage for any one claim, and public liability insurance in an amount not less than \$100,000.00 for injuries, including accidental death to one person. The certificate of insurance shall state that the insurance carrier shall notify the City not less than 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. *Exception:* Limited duration signs are not subject to the provisions of this Sec. 20-11.

## Chapter 20. Signs

### Non-Commercial Messages

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#### Sec. 20-12. 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, the property owner or tenant of each residentially zoned lot may display an unlimited number of yard signs as defined herein. Signs shall not be placed in the right-of-way unless expressly authorized by the community development director in instances where such sign placement would be in a landscaped boulevard located within the right-of-way at the entrance to a common development.

#### Sec. 20-13. Signage in Planned Development (PD) Districts

For signage proposed as part of a Planned Development (PD) district, an applicant may either:

- (1) submit a signage plan showing all proposed signs in the planned development for approval as part of the PD approval process set forth in Section 27-87; or
- (2) submit any proposed signs for review and approval by the community development director, and the community development director shall review the signs in accordance with the standards set forth herein for the zoning classification that would, in their discretion, most closely align with that of the uses associated with the sign(s) proposed in the PD.

## Chapter 20. Signs

### Prohibited Signs

#### ARTICLE II. - PROHIBITED AND EXEMPT SIGNS

##### Sec. 20-14. Prohibited Signs

Except as otherwise provided by this chapter, the following signs are prohibited within the City:

- (1) Dilapidated signs, including sign structures.
- (2) Animated signs, including balloons, streamers, air or gas filled figures, signs that move mechanically as a result of human activity, wherever located.
- (3) Beacon sign/search light.
- (4) Electronic message, changeable copy signs, and electronic signs. *Exception:* As expressly permitted in Sec. 20-26 herein below.
- (5) Multi-faced signs (more than two sides) and tri-vision signs.
- (6) Neon (or LED tube or rope lighting resembling neon) window signs larger than 3 square feet in total area.
- (7) Pole signs and pylon signs. *Exception:* Wayfinding signs, freestanding signs, and temporary banner signs, may be permitted as set forth herein below.
- (8) Portable signs. *Exception:* Signs mounted, wrapped or painted on a moving vehicle are permitted so long as the vehicle is currently being utilized for a properly licensed business and, whenever parked and not utilized for said business, is 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 public.
- (9) Signs on public rights-of-way other than publicly owned or maintained signs and signs pertaining to railroad crossings.
- (10) Signs that contain words, pictures, or statements which are obscene, as defined by O.C.G.A. § 16-12-80, as amended.
- (11) 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.
- (12) 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.
- (13) 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.
- (14) 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 other than wall signs as permitted herein. *Exception:* Does not apply to temporary banner signs or fence manufacturer placards.
- (15) Signs attached to a fire escape or 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.
- (16) Signs that do not conform to City or State building and electrical codes.
- (17) Signs that are in violation of the rules and regulations of any zoning district or zoning overlay district.
- (18) Any sign that is structurally unsound or is a hazard to traffic or pedestrians.



## Chapter 20. Signs

### Exempt Signs

- (19) Any sign that changes color(s), flashes, blinks, oscillates, or intimates movement through lighting effect(s).
- (20) A roof sign on a building under 40 feet in total height.

#### Sec. 20-15. Exempt Signs

Other than the following exempt signs, all signs require a permit in accordance with the requirements of this chapter. While exempt signs do not require a permit, they are not exempt from any applicable standards of this chapter and shall be subject to all applicable regulations herein:

- (1) Painted signs, decals, or other signs located directly inside or on the window and/or door of the ground floor of a commercial use, if less than 30 percent of the area of a windowpane.
- (2) Door signs if less than 3 square feet in total area and not more than one sign per door.
- (3) Yard Signs – Small. *See applicable regulations herein below.*
- (4) Address placards erected for the sole purpose of displaying street numbers as may be required by other ordinances and other signs required by law.
- (5) Flags of any fabric or bunting containing colors, patterns, or symbols; attached to a flagpole as 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, the height of which shall be measured from the average grade. *See applicable regulations herein below.*
- (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.
- (7) Government mandated signs in compliance with the manual of uniform traffic control devices that comply with the requirements of state law for such signs placed or required to be placed by a government entity.
- (8) Menu signs/ordering kiosks placed adjacent to a commercial drive thru, with a maximum of four such signs per property, so long as any ground-mounted menu sign does not exceed 18 square feet and any wall-mounted menu-sign does not exceed nine square feet, as well as drive-thru menu sign accessory panel exchanges.
- (9) Sandwich boards. *See applicable regulations herein below.*
- (10) Temporary banner sign for a new business for 60 days prior to the installation of a permanent sign. *See applicable regulations herein below.*
- (11) One neon (or LED tube or rope lighting resembling neon) window sign not larger than 3 square feet in total area per individual tenant suite. No blinking shall be allowed.

## Chapter 20. Signs

## Defined Sign Terms

## ARTICLE III. - SIGN TERMS &amp; TYPES

## Sec. 20-16. Defined Sign Terms

In addition to the sign types defined below in this chapter, the following defined terms are used in this chapter:

- (1) **Abandoned or Dilapidated Sign:** 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.
- (2) **Animated Sign:** Any sign that includes action or motion.
- (3) **Area of a Sign or Sign Area:** 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.
- (4) **Common Development:** A parcel or combination of parcels which share a common development plan, or that are dependent upon one another for access, parking, or utilities.
- (5) **Directional Sign:** A permanent representation located near the entrance of a common development, which shows the location or address of the unit designations within the common development.
- (6) **Door Sign:** An impermanent sign no greater than 3 square feet erected on a door for communication purposes.
- (7) **Electronic Message Center (EMC):** An electrically activated changeable copy sign having variable message and/or graphic presentation capability that can be electronically programmed by computer or handheld device from a remote location.
- (8) **Gasoline Station Pump-Island Sign:** A sign located under a canopy and on top of the pump islands of a service station or convenience store with gas pumps.
- (9) **Main Entrance:** The entrance of a building that is intended to be the primary public pedestrian access into and out of the building.
- (10) **Parapet:** A low wall or protective barrier that extends vertically above the roof or uppermost floor of a building or other structure.
- (11) **Pole Sign:** 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.
- (12) **Portable Sign:** Any sign not permanently attached to the ground or other permanent structure; or a 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.
- (13) **Primary Vehicle Entrance:** The entrance that provides vehicular access to a property from a street that is intended to be the main vehicular entrance serving the building or common development.
- (14) **Side Façade:** The elevations of a building that are located between the front elevation and the rear elevation.
- (15) **Sign:** 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.

## Chapter 20. Signs

**Defined Sign Types**

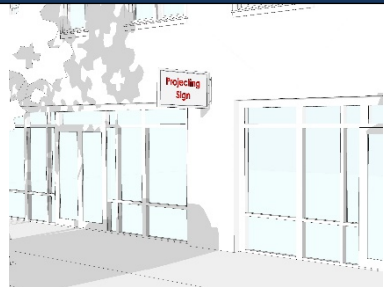


(16) **Standard Informational Sign:** A sign with a sign face made for short term use, containing no reflecting elements, flags, or attachments that are not rectangular in proportion and which is mounted on a post, stake or metal frame with a thickness or diameter not greater than three and one-half 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.

(17) **Temporary Sign:** Any sign, banner, pennant, or advertising display intended to be displayed for a limited time period.

**Sec. 20-17. Defined Sign Types**


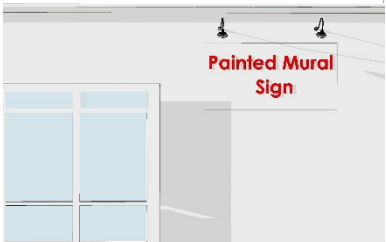
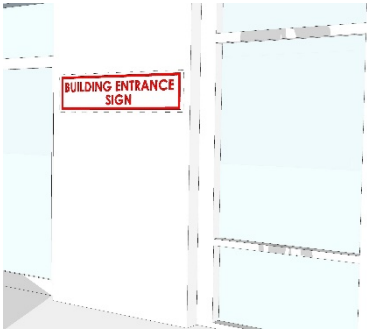
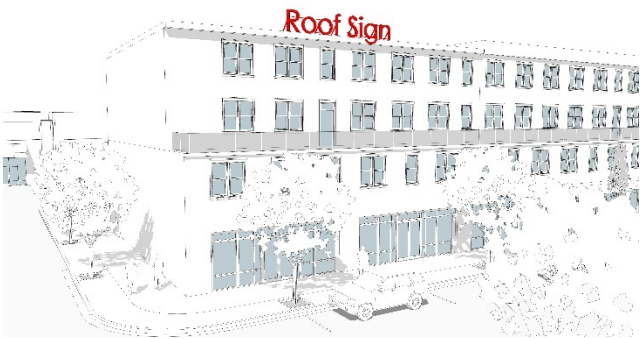
The following general sign types are allowed on private property within the City according to the standards and subject to all requirements set forth herein: (a) building mounted signs; (b) ground mounted signs; (c) window signs; and (d) limited duration signs. Signs related to events in public places are governed by Dunwoody Code Sec. 26-279 – Pole Banners. Sign subtypes are defined and illustrated within each general sign type below. Sign lighting types are also defined and illustrated below the sign type tables.

**a. Building Mounted Signs**

Sign Type	Definition	Example Graphic
<b>Projecting/ Blade Signs</b>	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.	
<b>Wall Signs</b>	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.	
<b>Awning Signs</b>	Any sign painted on, or applied to, an awning. Lettering, logos, or symbols are permitted on the valance and sloping portion.	

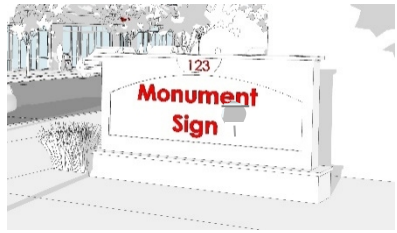
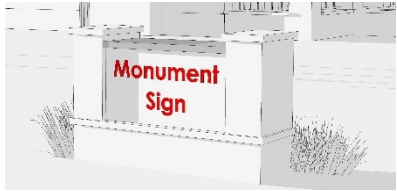
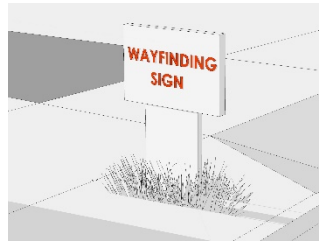

## Chapter 20. Signs

**Building Mounted Signs**

Sign Type	Definition	Example Graphic
<b>Canopy Signs</b>	Any sign that is part of or attached to a canopy.	
<b>Painted Wall Mural Signs</b>	A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/or symbols.	
<b>Building Entrance Wall Signs</b>	A sign that is located on a wall immediately adjacent to the entrance of a building.	
<b>Roof Signs</b>	A sign attached to or supported by the roof of a multi-story 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.	

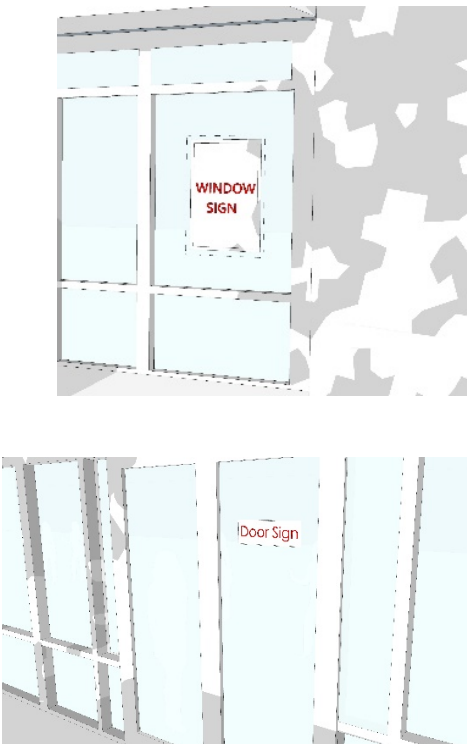
## Chapter 20. Signs

**Ground Mounted Signs****b. Ground Mounted Signs**

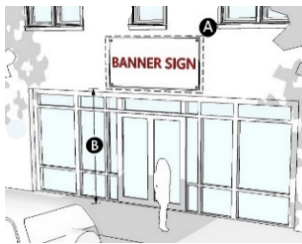

Sign Type	Definition	Example Graphic
<b>Monument Sign</b>	A two-sided sign attached to a permanent foundation or fastened to a base and not attached or dependent upon any structure, pole, post or similar support.	
<b>Residential Monument Sign</b>	A monument sign permitted in residential areas which contains only one distinct signage area within the sign face for the purpose of identifying the entrance of a residential common development from a street.	
<b>Wayfinding Signs</b>	Signs that direct traffic or pedestrians towards a point of interest that are visible from a public right-of-way.	
<b>Freestanding Hanging Signs</b>	A sign which is not attached to a building and which hangs from a support structure attached to a supporting structure attached to the ground.	

## Chapter 20. Signs

**Window & Door Signs****c. Window & Door Signs**

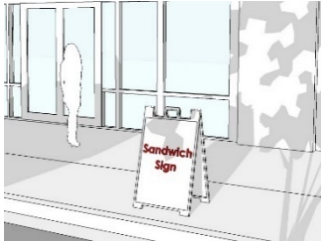

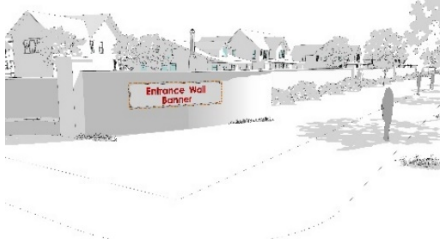
Sign Type	Definition	Example Graphic
<b>Window and Door Sign</b>	<p>Any sign that is placed on or in the panes of glass of a window opening or door that is either inside or outside a building containing a commercial use and is oriented to be viewed from the exterior of the structure.</p> <p>Customary displays of merchandise behind a store window are not considered window signs.</p> <p>Any sign within 24 inches of the inside surface of a window and facing the outside will count toward the allotment of total permitted window signage.</p>	

**d. Limited Duration Signs**

Sign Type	Definition	Example Graphic
<b>Banner Sign</b>	A sign with or without characters, letters, illustrations, or ornamentations applied to flexible material.	
<b>Patio Umbrella Sign</b>	Any lettering or symbol that is printed, painted, or affixed to a table or patio umbrella.	

## Chapter 20. Signs

**Limited Duration Signs**

Sign Type	Definition	Example Graphic
<b>Sandwich Board Sign</b>	A single or double-faced, hinged or un-hinged, temporary sign designed to be used on a sidewalk or pedestrian way.	 A perspective illustration of a sandwich board sign. The sign is white with a red border and the words "Sandwich Sign" in red. It is placed on a sidewalk in front of a building with large windows. A person is visible inside the building.
<b>Yard Signs</b>	A type of non-permanent, sign that is located on private property that can be displayed for a limited duration of time.	 A perspective illustration of a yard sign. The sign is white with a red border and the words "Yard Sign" in red. It is mounted on a wooden post in a yard with a fence and trees in the background.
<b>Entrance Wall Banner</b>	An impermanent sign erected at the entrance to a residential common development which may be affixed to a common development wall sign or may be freestanding. These signs may not be erected at the entrances to individual residences.	 A perspective illustration of an entrance wall banner. The banner is white with a red border and the words "Entrance Wall Banner" in red. It is mounted on a wall at the entrance of a residential development. A person is walking on a path in the foreground.



## Chapter 20. Signs

**Gasoline/EV Charging Station Pump-Island Signs****Sec. 20-18. Gasoline/EV Charging Station Pump-Island Signs**

In addition to the sign types otherwise allowed in this chapter, gasoline and/or electric vehicle charging stations with pump/charging station islands may have signage located under a canopy and on top of the pump/charging station islands of a service station or convenience store with gas pumps, subject to the following limitations:

- (1) Within the limits of the canopy covering the pump islands, one sign of maximum area of 6 square feet each per canopy face facing a street frontage.
- (2) Within the limits of the canopy covering the pump islands, pump-island signs shall be limited to no more than two signs per island, not to exceed 4 square feet per sign; provided, however, total square footage of all pump island signs shall not exceed 24 square feet.
- (3) If a separate accessory drive-through car wash building is located on site, one additional wall sign, not to exceed 5 square feet per sign, may be permitted. In addition, one menu sign/ordering kiosk is permitted.
- (4) Notwithstanding the foregoing, in accordance with state law, changeable copy signs are allowable when accessory to a service station as follows: fuel pricing information shall be a fixed; non-intermittent, static message with no wipes, fades, flashes or similar effects; LED, LCD, and/or electronic lighting is permissible for fuel pricing only.
- (5) Notwithstanding the foregoing, LCD panel or LED backlit video screens embedded in pumps/charging stations are permitted so long as they are no larger than 21 inches measured diagonally.

**Sec. 20-19. Address Placards**

When address numerals in residential districts are located on a placard, the placard shall be no larger than 3 square feet. Address placards may be indirectly illuminated for purposes of more easily identifying the address for safety and convenience purposes.

**Sec. 20-20. Flags and Flag Poles**

- (1) A property shall not have more than four flag poles. *Exception:* Flag poles located on properties used for a quasi-public/institutional use may have more than four flag poles.
- (2) All flags shall be displayed on a flagpole or according to recognized flag etiquette and may be indirectly illuminated. In non-residential districts, flagpoles shall not exceed the maximum building height applicable for the zoning district, or 60 feet, whichever is less. Flagpoles in residential districts shall not exceed the lesser of 25 feet in height or the height of the primary structure on the lot.
- (3) The maximum dimensions of any flag shall be proportional to the flagpole height as set forth in the following table. The hoist side of the flag shall not exceed 20 percent of the vertical height of the flagpole when ground mounted.

Pole Height (Max.) (ft.)	Flag Size (Max.) (sq. ft.)
Up to 25	24
25—39	40
40—49	60
50—60	96

**Sec. 20-21. Electronic Message Center (EMC) and Manual Changeable Copy**



## Chapter 20. Signs

### Construction Fence Wrap

- (1) Electronic message centers shall be permitted as a component of gasoline station signage, quasi-public/institutional uses, and in the Perimeter Center Overlay Districts in accordance with the following standards:

- a. No sign containing an electronic message center shall be located within 125 feet of any signalized intersection as measured from the point where the existing right-of-way lines of the intersecting streets meet. In a case where a rounded or cut property corner exists, this measurement shall be taken from the point of the intersection of the existing rights-of-way lines, as extended. The distance shall be measured along the right-of-way line from the point of intersection. *(See graphic illustration above.)*



- b. Any electronic message center that is located within 300 feet of any residential use must automatically turn off between the hours of 11:00 p.m. and 6:00 a.m. daily.
- c. An electronic message sequence must be accomplished by means of fading or dissolving but shall not scroll, travel or flash. A transition sequence must be completed in no less than 8 seconds.
- d. No portion of any sign may change its message or background in a manner or by a method of display characterized by motion, other than fading or dissolving, or pictorial imagery or depicts action or a special effect to imitate movement, or the presentation of pictorials or graphics displayed in a progression of frames that give the illusion of motion or the illusion of moving objects, moving patterns or bands of light or expanding or contracting shapes.
- e. Electronic message centers shall be designed to either freeze the display in one static position, display a full black screen, or turn off in the event of a malfunction.
- f. Portable electronic message signs are prohibited. No electronic message center shall be permitted to be included as part of any limited duration sign.
- (2) Manual changeable copy signs are permitted only when integrated into signage for a quasi-public/institutional use or as permitted for a gasoline station.





### Sec. 20-22. Construction Fence Wrap

- (1) Wraps are allowed on fences securing construction sites for the duration of the construction activity.
- (2) The wrap must be removed prior to issuance of a Certificate of Occupancy.
- (3) The fence wrap must be maintained in good condition and be properly attached to the fence.
- (4) Messages, logos, renderings, or similar information may not exceed 40 percent of the total area of the fence wrap.

## Chapter 20. Signs

**Construction Fence Wrap****ARTICLE IV. - SIGN LIGHTING TYPES**

Certain sign types may be illuminated as indicated herein. The type of lighting depends on the sign type and district in which it is located as set forth herein. The following defines and provides example depictions of the various sign lighting types used in this chapter.

Sign Lighting Type	Definition	Example Graphic
<b>Direct Lighting</b>	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. This designation includes face-lighted channel letters and sign panels with routed and push-through graphics (backlit).	
<b>Internal Box Lighting</b>	Signs that use a lightbox configuration where a light fixture is inside a box with the front surface consisting of a translucent panel that becomes illuminated on which information is displayed.	
<b>Shadow/Halo Lighting</b>	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. In some instances, lighting that creates a shadow/halo effect may be located on the interior of the lettering – this is permissible if the light radiation is not visible on the front surface of lettering, logos, or symbols, and the front is entirely opaque.	
<b>Indirect Lighting</b>	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. This includes goose neck, linear sign lights, and ground mounted spotlights.	

## Chapter 20. Signs

## Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

## ARTICLE V. - SIGN STANDARDS

The appropriate sign type, dimension, location, and lighting type are determined by applicable district. For purposes of this chapter, zoning districts are categorized as Residential Districts (all R, RA, RM, DV-3 districts), Office Districts (O-I, O-I-T, O-D, OCR), Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4), the Perimeter Center Overlay Districts. Additionally, due to their unique situation in the city, this chapter includes specific standards for quasi-public/institutional uses or of the zoning district in which they are located.

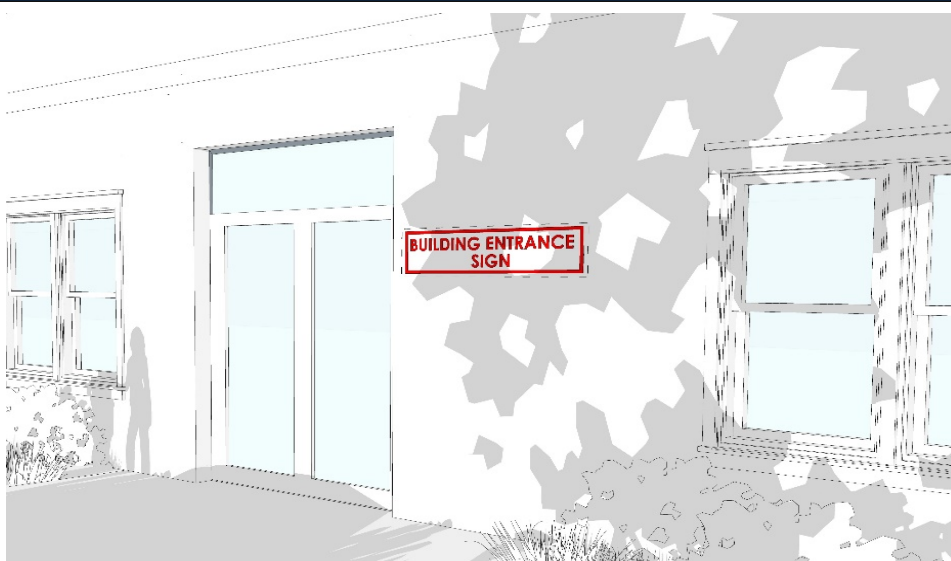
## Sec. 20-23. Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

(a) RESIDENTIAL DEVELOPMENT MONUMENT SIGN			
STANDARDS (all measurements in accordance with Sec. 20-3 above)	R	RA	RM, DV-3
Total Sign Count	Two per common development entrance - each situated on either side of primary vehicular entrance.	Two per common development entrance - each situated on either side of primary vehicular entrance.	Two per common development entrance situated on either side of primary vehicular entrance; one sign per secondary vehicular entrance not greater than 40% of the allowable dimensions of a primary entrance sign.
Sign Area <b>A</b>	32 sq. ft. Max.		
Total Sign Height <b>B</b>	8 ft. Max.		
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.		
Sign Base Materials	Brick or natural stone		
Illumination Types	Indirect; shadow/halo		
Setback from R.O.W. <b>C</b>	5 ft. Min.		

## Chapter 20. Signs

## Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

## (b) BUILDING ENTRANCE WALL SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	R	RA	RM, DV-3
Total Sign Count	None Permitted	None Permitted	1 per building entrance
Total Sign Area			4 sq. ft. Max.
Total Sign Height			6 ft. Max. (as measured from the door threshold to the top of the sign)
Sign Face Materials			Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Illumination Types			Indirect; shadow/halo

## Chapter 20. Signs

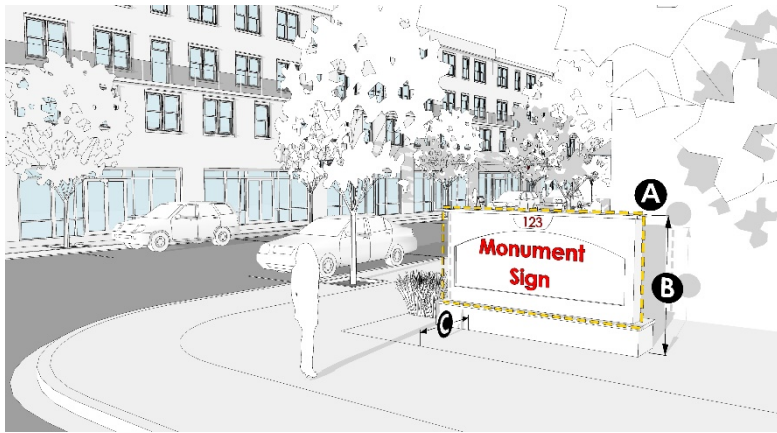
## Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

(c) LIMITED DURATION SIGNS			
STANDARDS (all measurements in accordance with Sec. 20-3 above)	R	RA	RM, DV-3
YARD SIGN – SMALL			
Total Sign Count	5 Max.	1 Max. per building; total of 5 Max. signs per property	
Total Sign Area Per Lot	30 sq. ft. Max.	30 sq. ft. Max.	
Total Area Per Sign	6 sq. ft. Max.		
Total Sign Height	3 ft. Max.		
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face		
Illumination Types	Not Permitted		
Setback from R.O.W.	3 ft. Min.		
YARD SIGN – LARGE			
Total Sign Count	1 Max.	2 Max.	
Location	Street yard	Within 100 ft. of primary vehicular entrance	
Total Sign Area	6 sq. ft. Max.	12 sq. ft. Max.	
Total Sign Height	6 ft. Max.		
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, or wood face		
Illumination Types	Not Permitted		
Setback from R.O.W.	5 ft. Min.		
ENTRANCE WALL BANNER (affixed to entrance wall only - freestanding banners not permitted)			
Location	Main common development entrance only (not on individual residences)		
Total Sign Area	30 sq. ft. Max.		
Total Sign Height	Not higher than entrance wall		
Materials (sign and supports)	Affixed to wall		
Illumination Types	Not Permitted		
Setback from R.O.W.	Same as entrance wall		
Duration	Permitted for a duration no longer than 4 months total each calendar year		

## Chapter 20. Signs

**Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)****Sec. 20-24. Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)**

Where a single building is located on a property, a property owner or authorized agent may choose from any two different permanent sign types listed below. Where multiple buildings are located on a property as part of a common development, a property owner or authorized agent may choose one building mounted sign per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable, and one ground mounted sign per vehicular entrance.

**(a) MONUMENT SIGN**

STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	1 Max., or 1 Max. per frontage if located on a corner lot up to a maximum of 2				None Permitted
Sign Area <b>A</b>	32 sq. ft. Max.				
Total Sign Height <b>B</b>	8 ft. Max.				
Sign Face Materials	Wood carved and painted; carved stone; metal with raised letters or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted.				
Sign Base Materials	Brick or natural stone base; or synthetic materials that are crafted specifically to look like one of these materials are permitted.				
EMC	Not Permitted				
Lighting	Indirect; shadow/halo				
Setback from R.O.W. <b>C</b>	5 ft. Min.				



## Chapter 20. Signs

## Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)

(b) WALL SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	<p>Single tenant building: Max. of number of building façades facing a street plus one. Limit of one sign per façade. <i>E.g., a corner building could have one wall sign on each street-facing façade and one wall sign on the rear façade facing the parking lot.</i></p> <p>Multi-tenant building: Max. of number of tenant suite façades facing a street plus one. Limit of one sign per tenant suite façade. <i>E.g., a tenant suite at the corner of a building could have one wall sign on each street-facing tenant suite façade and one wall sign on the rear tenant suite façade facing the parking lot.</i></p>				
Sign Face Area  <b>A</b>	<p>Single tenant building up to 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 120 square feet, whichever is less.</p> <p>Single tenant building greater than 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 180 square feet, whichever is less.</p> <p>Multi-tenant building up to 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 120 square feet, whichever is less.</p> <p>Multi-tenant building greater than 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 180 square feet, whichever is less.</p>				
Materials	Mounted on a raceway; painted directly on wall; supports and wiring components concealed from public view; routed push-through displays are permitted.				
Illumination Types	Indirect, shadow/halo				
Location on Building	9 ft. Min. height; 16 ft. Max. height; except where there are upper floor tenant suites with exterior main pedestrian entrances in which case the lowest point of the sign shall not be higher than one foot above the highest point of the pedestrian entrance.				

## Chapter 20. Signs

## Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)

Location and Setbacks	Flush with front corner or front side corner wall not protruding more than 12 inches from wall	Flush with wall not protruding more than 24 inches from wall
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## (c) PROJECTING OR BLADE SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	One per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.				
Sign Face Area <b>A</b>	8 sq. ft. Max.				
Location on Building <b>B</b>	8 ft. Min. height (lowest point on sign)				
Extension beyond building façade	4 ft. Max.				
Angle at façade	90 degrees				
Materials	Wood or metal sign face, metal fastening to structure				
Illumination Types	Indirect; direct; shadow/halo				



## Chapter 20. Signs

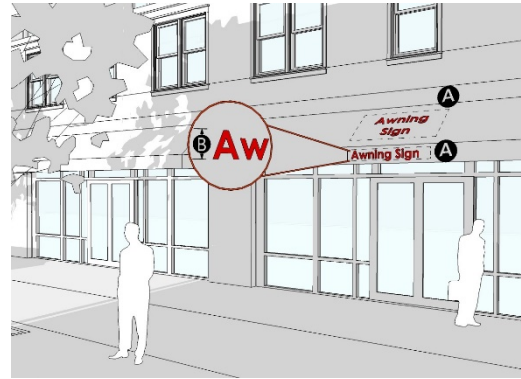
## Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)

## (d) CANOPY SIGN AND AWNING SIGN

CANOPY SIGN



AWNING SIGN



## CANOPY SIGNS

STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	One per building at main pedestrian entrance, or one per tenant suite with an exterior pedestrian entrance, if applicable.				
Location	Affixed above canopy or on front face of canopy.				
Sign Face / Lettering Area <b>A</b>	If one per building: 1 sq. ft. per linear foot of width of ground floor glazing over which the awning is located.  If one building mounted sign per tenant suite with exterior pedestrian entrance: 1 sq. ft. per linear foot of width of tenant suite pedestrian entrance doors.				
Illumination Types	Indirect				

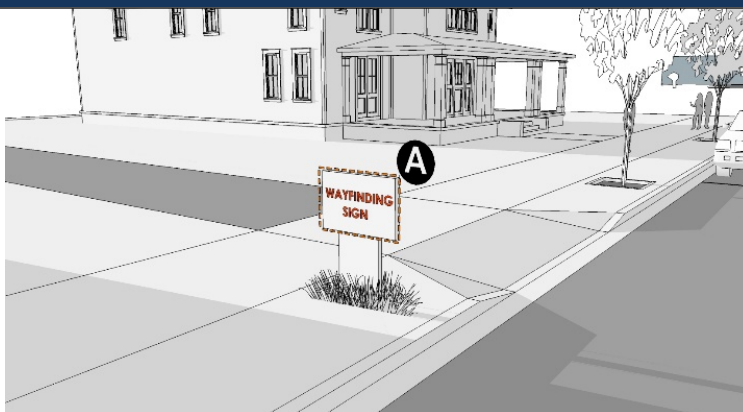
## AWNING SIGNS

STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	One per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.				
Sign Face Area (% of awning) <b>A</b>	75% of valance area Max.; 25% sloping portion area Max.				
Materials	Metal supports; vinyl or fabric face				
Illumination Types	Indirect				
Lettering <b>B</b>	Lettering may not extend beyond the awning and a single row of lettering may not cover both the valance and sloping portion.				

## Chapter 20. Signs

## Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)

## (e) WAYFINDING SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	Max. 2 per curb cut				
Sign Face Area <b>A</b>	6 sq. ft. Max.				
Total Sign Height	3 ft. Max.				
Supports	Shall be mounted on base of same material as sign.				
Illumination Types	Direct; indirect; shadow/halo				


## (f) PAINTED MURAL SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Location and Size	On side façade only not larger than 1/8 of the total façade wall area not including the area of glazing				
Illumination Types	Indirect				

## Chapter 20. Signs

## Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)

(g) Freestanding Hanging Sign					
					
STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
Count	1 Max. per curb cut				
Height and Material	Sign face shall be hanging from wood or metal supports no taller than 5 feet; sign face shall be wood or metal.				
Sign Face Area	8 sq. ft. Max.				
Location	No less than 20 feet from the building pedestrian entrance; not less than 5 feet from the R.O.W.				
Illumination Types	Indirect				

## Chapter 20. Signs

**Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR, DV-2)**

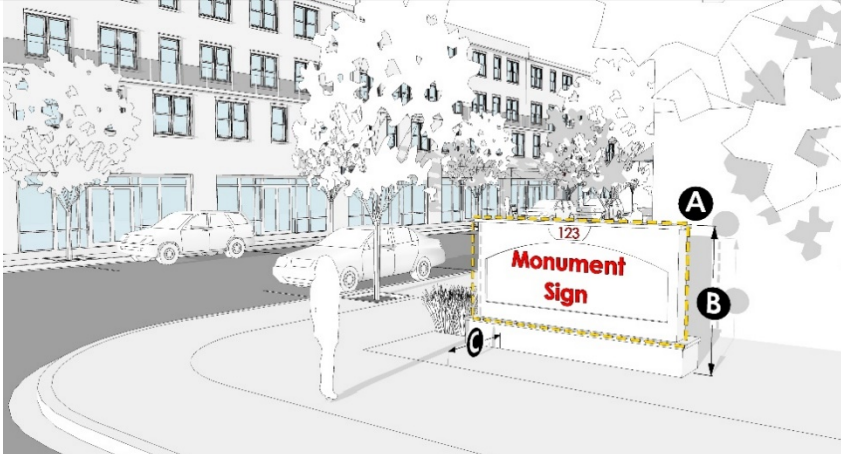
(h) LIMITED DURATION SIGNS					
(Chose two of any different limited duration signs below at any given time)					
STANDARDS (all measurements in accordance with Sec. 20-3 above)	O-I	O-I-T	O-D	OCR	DV-2
PATIO UMBRELLA SIGN					
Location	Outdoor dining area and patio area only				
Logo Area	Max. 20% of total umbrella area; every other panel left blank				
Materials	Embroidered or imprinted on canvas or umbrella				
Illumination Types	Not Permitted				
Duration	During business hours only; umbrellas shall be closed after business hours				
YARD SIGN – SMALL					
Total Area of Signs	36 sq. ft. Max				
Total Area Per Sign	6 sq. ft. Max.				
Total Sign Height	3 ft. Max.				
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face				
Illumination Types	Not Permitted				
Setback from R.O.W.	3 ft. Min.				
YARD SIGN – LARGE					
Count	1 Max. per lot; 2 Max per common development				
Total Area Per Sign	12 sq. ft. Max.				
Total Sign Height	6 ft. Max.				
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face				
Illumination Types	Not Permitted				
Setback from R.O.W.	5 ft. Min.				
TEMPORARY BANNER SIGN					
Count	If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, freestanding or retaining wall or ground mounted, then one per property or up to two per common development				
Materials	Cloth or vinyl				
Total Area Per Sign	36 sq. ft. Max.				
Duration	14-day permit up to 6 times per year				
Illumination Types	Not Permitted				

## Chapter 20. Signs

**Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)****Sec. 20-25. Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)**

Where a single building is located on a property, a property owner or authorized agent may choose from any two different permanent sign types listed below. Where multiple buildings are located on a property as part of a common development, a property owner or authorized agent may choose one building mounted sign per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable, and one ground mounted sign per vehicular entrance.

The sign regulations applicable to the C-1 district shall apply to all signage within Dunwoody Village (DV-1 and DV-4 districts); provided, however, that no monument sign shall be located in any street yard of any property within any of the DV-1 and DV-4 districts where the building is located closer than 20 feet to the lot line.

<b>(a) MONUMENT SIGN</b>				
				
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Count	1 Max. per curb cut.			
Sign Area (per sign) <b>A</b>	32 sq. ft. Max.			32 sq. ft. Max.
Total Sign Height <b>B</b>	6 ft Max.			8 ft. Max.
Sign Face Materials	Wood carved and painted; carved stone; metal with raised letters or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted.			
Sign Base Materials	Brick or natural stone base, or synthetic materials that are crafted specifically to look like one of these materials are permitted.			
EMC	Not Permitted			
Lighting	Indirect; direct; shadow/halo			
Setback from R.O.W. <b>C</b>	5 ft. Min.			

## Chapter 20. Signs

## Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)

## (b) WALL SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Count	<p>Single tenant building: Max. of number of building façades facing a street plus one. Limit of one sign per façade. <i>E.g., a corner building could have one wall sign on each street-facing façade and one wall sign on the rear façade facing the parking lot.</i></p> <p>Multi-tenant building: Max. of number of tenant suite façades facing a street plus one. Limit of one sign per tenant suite façade. <i>E.g., a tenant suite at the corner of a building could have one wall sign on each street-facing tenant suite façade and one wall sign on the rear tenant suite façade facing the parking lot.</i></p>			
Sign Face Area <b>A</b>	<p>Single tenant building up to 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 120 square feet, whichever is less.</p> <p>Single tenant building greater than 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 180 square feet, whichever is less.</p> <p>Multi-tenant building up to 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 120 square feet, whichever is less.</p> <p>Multi-tenant building greater than 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 180 square feet, whichever is less.</p>			
Materials	Mounted on a raceway; painted directly on wall; supports and wiring components concealed from public view - routed push-through displays are permitted.			
Illumination Types	Indirect, shadow/halo			
Location on Building	9 ft. Min. height; 16 ft. Max. height.; except where there are upper floor tenant suites with exterior main pedestrian entrances in which case the lowest point of			

## Chapter 20. Signs

**Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)**

	the sign shall not be higher than one foot above the highest point of the pedestrian entrance.
Location and Setbacks	Flush with wall not protruding more than 24 inches from wall

**(c) PROJECTING / BLADE SIGN**

STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Count	One per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.			
Sign Face Area <b>A</b>	8 sq. ft. Max.			
Location on Building <b>B</b>	8 ft. Min. height (lowest point of sign)			
Extension Beyond Building Façade	4 ft. Max.			
Angle at Façade	90 degrees			
Materials	Wood or metal sign face, metal fastening to structure			
Illumination Types	Indirect; direct; shadow/halo			

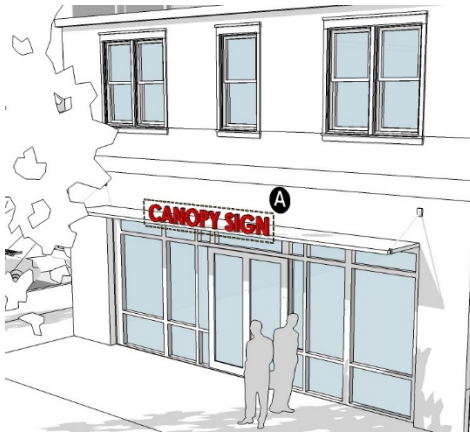


## Chapter 20. Signs

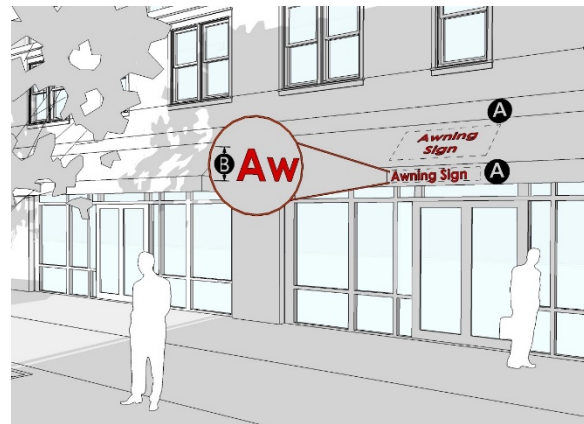
## Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)

## (d) CANOPY SIGN AND AWNING SIGN

CANOPY SIGN



AWNING SIGN



## CANOPY SIGN

STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Count	One per building at main pedestrian entrance, or one per tenant suite with an exterior pedestrian entrance, if applicable.			
Location	Affixed above canopy			
Sign Face / Lettering Area <b>A</b>	<p>If one per building: 1 sq. ft. per linear foot of width of ground floor glazing over which the awning is located.</p> <p>If one building mounted sign per tenant suite with exterior pedestrian entrance: 1 sq. ft. per linear foot of width of tenant suite pedestrian entrance doors.</p>			
Illumination Types	Indirect			

## AWNING SIGN

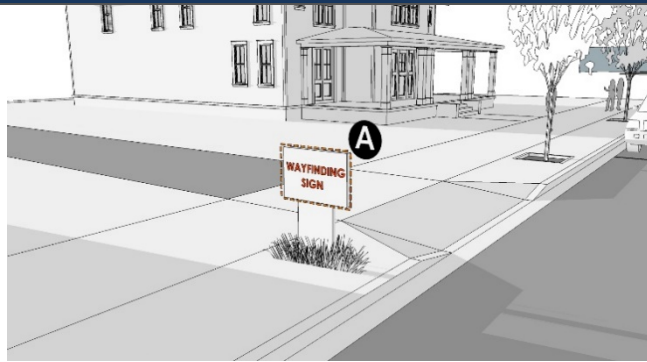
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Count	1 Max. per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.			
Sign Face Area (% of awning) <b>A</b>	75% valance area Max.; 25% sloping portion area Max.			
Materials	Metal supports; vinyl face			
Illumination Types	Indirect			
Lettering <b>B</b>	Lettering may not extend beyond the awning and a single row of lettering may not cover both the valance and sloping portion			



## Chapter 20. Signs

## Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)

## (e) WAYFINDING SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Count	2 Max. per curb cut			
Sign Face Area <b>A</b>	6 sq. ft. Max.			
Sign Total Height	3 ft. Max.			
Supports	Shall be monument style on base of same material as sign			
Illumination Types	Direct; indirect; shadow/halo			

## (f) FREESTANDING HANGING SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Count	1 Max. per curb cut.			
Height and Material	Sign face shall be hanging from wood or metal supports of 5 ft. Max.; sign face shall be wood or metal.			
Sign Face Area	8 sq. ft. Max.			
Illumination Types	Indirect			
Location	No less than 20 feet from the building entrance; 5 ft. Min. from R.O.W.			

## Chapter 20. Signs

## Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)

## (g) PAINTED MURAL SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV-4	CR-1	C-2 / M
Location and Size	On side façade only, and shall not be larger than 1/8 of the wall area			
Illumination Types	Indirect			

## Chapter 20. Signs


**Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-4)**

(h) LIMITED DURATION SIGNS				
(Chose two of any different limited duration signs below at any given time)				
STANDARDS (all measurements in accordance with Sec. 20-3 above)	NS	C-1, DV-1, DV- 4	CR-1	C-2/M
PATIO UMBRELLA SIGN				
Location	Outdoor dining area and patio area only			
Logo Area	20% Max. of total umbrella area; every other panel blank			
Materials	Embroidered or imprinted on canvas or umbrella			
Illumination Types	Not Permitted			
Duration	During business hours only – umbrellas shall be closed after business hours			
SANDWICH BOARD SIGN (1 permitted per tenant suite with exterior pedestrian entrance)				
Sign Face Area (each of two sides)	6 sq. ft. Max.	Not Permitted	Not Permitted	
Location	Permitted where buildings are located on sidewalks only; must be located within 3 ft. of the main entrance			
Board Width	24 inches Max.			
Board Height	36 inches Max.			
Materials	Plastic not permitted			
Illumination Types	Not Permitted			
Duration	During business hours only			
YARD SIGN – SMALL				
Total Area of Signs	36 sq. ft. Max.			
Total Area Per Sign	6 sq. ft. Max.			
Total Sign Height	3 ft. Max.			
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face			
Illumination Types	Not Permitted			
Setback from R.O.W.	3 ft. Min.			
YARD SIGN – LARGE				
Count	1 Max. per lot; 2 Max. per common development.			
Total Area Per Sign	12 sq. ft. Max.			
Total Sign Height	6 ft. Max.			
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face			
Illumination Types	Not Permitted			
Setback from R.O.W.	5 ft. Min.			
TEMPORARY BANNER SIGN				
Count	If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, wall or ground mounted, then one per property or up to two per common development			
Materials	Cloth or vinyl			
Total Area Per Sign	36 sq. ft. Max.			
Duration	14-day permit up to 6 times per year			
Illumination Types	Not Permitted			

## Chapter 20. Signs

**Perimeter Center – Primary Sign Types****Sec. 20-26. Perimeter Center – Primary Sign Types**

Within the Perimeter Center Overlay Districts, the sign types below are categorized as primary sign types or secondary sign types. Each property shall be permitted to choose from two primary sign types. Properties may also install the number of permitted secondary sign types as permitted for each sign type per the listed “count” within each table.

<b>(a) MONUMENT SIGN</b>	
	
<b>STANDARDS</b> (all measurements in accordance with Sec. 20-3 above)	<b>Perimeter Center</b>
Count	2 Max. per vehicular entrance up to 10 Max. per common development
Location	Street yard(s) only
Sign Face Area (per sign) <b>A</b>	36 sq. ft. Max.
Total Sign Height <b>B</b>	6 ft. Max.
Sign Face Materials	Wood carved and painted; carved stone; metal; glass with raised or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Materials	Brick; natural stone; stucco; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Height	1 ft. Min. / 3 ft. Max.
Illumination Types	Indirect; direct; shadow/halo
Setback from R.O.W. <b>C</b>	10 ft. Min.
EMC	Maximum of 40% of total sign face area may be EMC on up to four total monument signs; EMC prohibited on all others

## Chapter 20. Signs

## Perimeter Center – Primary Sign Types

(b) WALL SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Count	<p>Single tenant building: Max. of number of building façades facing a street plus one. Limit of one sign per façade. <i>E.g., a corner building could have one wall sign on each street-facing façade and one wall sign on the rear façade facing the parking lot.</i></p> <p>Multi-tenant building: Max. of number of tenant suite façades facing a street plus one. Limit of one sign per tenant suite façade. <i>E.g., a tenant suite at the corner of a building could have one wall sign on each street-facing tenant suite façade and one wall sign on the rear tenant suite façade facing the parking lot.</i></p>
Sign Face Area  <b>A</b>	<p>Single tenant building up to 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 120 square feet, whichever is less.</p> <p>Single tenant building greater than 30,000 square feet: Max. of 10% of façade area of the façade the sign is placed onto or up to 180 square feet, whichever is less.</p> <p>Multi-tenant building up to 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 120 square feet, whichever is less.</p> <p>Multi-tenant building greater than 30,000 square feet: Max. of 10% of façade area of the tenant suite façade area the sign is placed onto or up to 180 square feet, whichever is less.</p> <p>High rise construction, buildings over 75 feet: For every 1 foot of building height, 1.5 square feet Max. of sign area per sign is permitted on the parapet to be located on the upper portion of the building, which will be considered the top 25% of the building's height. Two signs Max. shall be permitted on the two most prominent building elevations.</p>
Materials	Mounted on a raceway; raised letters affixed directly on wall; supports and wiring components concealed from public view - routed push-through displays are permitted.
Illumination Types	Indirect; direct; shadow/halo

## Chapter 20. Signs

## Perimeter Center – Primary Sign Types

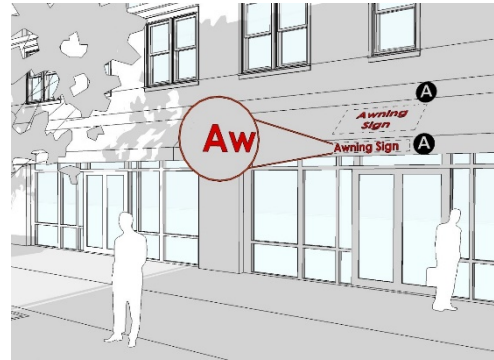
Sign Location on Building	9 ft. Min. height above grade; 24 ft. Max. height above grade; except where there are upper floor tenant suites with exterior main pedestrian entrances in which case the lowest point of the sign shall not be higher than one foot above the highest point of the pedestrian entrance.
Location and Setbacks	Flush with wall not protruding more than 24 inches from wall on which it is affixed

## (c) AWNING AND CANOPY SIGN

CANOPY SIGN



AWNING SIGN



## CANOPY SIGN

STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Count (per building)	One per building at main pedestrian entrance, or one per tenant suite with an exterior pedestrian entrance, if applicable.
Location	Affixed above canopy; front face of canopy
Sign Area Dimensions	<p>If one per building: 1 sq. ft. per linear foot of width of ground floor glazing over which the awning is located.</p> <p><b>A</b> If one building mounted sign per tenant suite with exterior pedestrian entrance: 1 sq. ft. per linear foot of width tenant suite pedestrian entrance doors.</p>
Illumination Types	Indirect; direct
AWNING SIGN	
Count (per building)	One per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.
Sign Face Area (% of awning)	<b>A</b> 50% valance area Max.; 25% sloping portion area Max.
Materials	Metal supports; cloth or vinyl face
Illumination Types	Indirect, direct

## Chapter 20. Signs

## Perimeter Center – Primary Sign Types

## (d) PROJECTING/BLADE SIGNS




STANDARDS (all measurements in accordance with Sec. 20-3 above)		Perimeter Center
Count (per building)		One per building, or one building mounted sign per tenant suite with an exterior pedestrian entrance, if applicable.
Sign Face Area	<b>A</b>	12 sq. ft. Max.
Location on Building	<b>B</b>	9 ft. Min. height above grade (lowest point of sign)
Extension beyond building façade		4 ft. Max.
Angle at façade (degrees)		90
Sign Face Area		12 sq. ft. Max.
Materials		Wood; metal
EMC		Not Permitted
Illumination Types		Indirect; direct

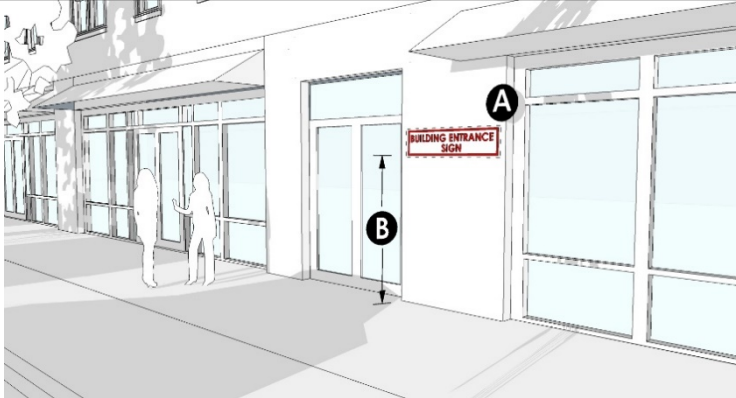


## Chapter 20. Signs

**Perimeter Center – Secondary Sign Types****Sec. 20-27. Perimeter Center – Secondary Sign Types**

Within the Perimeter Center Overlay Districts, the sign types below are categorized as secondary sign types. Each property shall be permitted to choose from two secondary sign types. Properties may also install the number of permitted secondary sign types as permitted for each sign type per the listed “count” within each table.

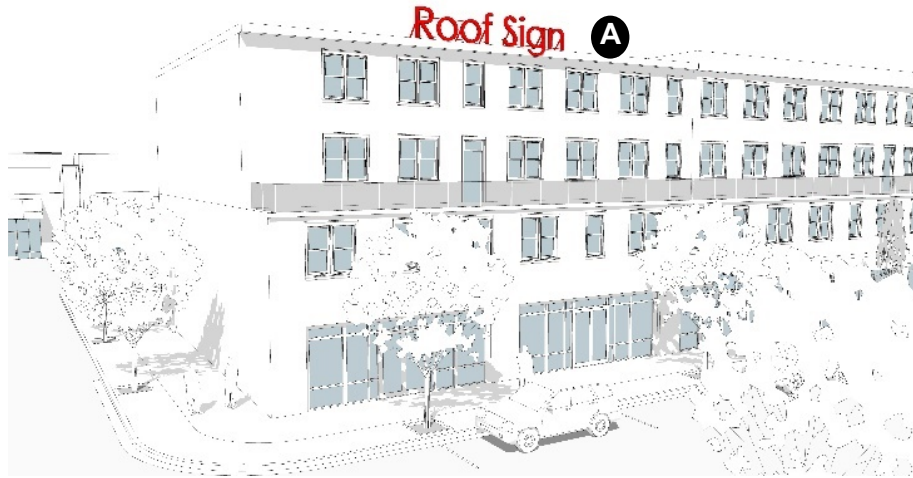
<b>(a) PAINTED MURAL SIGN</b>	
	
STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Location and Size	On side façade only, and shall not be larger than 1/8 of the wall area
Illumination Types	Indirect

<b>(b) BUILDING ENTRANCE WALL SIGN</b>	
	
STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Count	2 Max. per residential multi-unit building
Area <b>A</b>	4 sq. ft. Max.
Sign Location Above Grade	6 ft. Max.
Sign Face Materials <b>B</b>	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
EMC	Not Permitted
Illumination Type	Indirect; shadow/halo

## Chapter 20. Signs

## Perimeter Center – Secondary Sign Types

## (c) ROOF SIGN

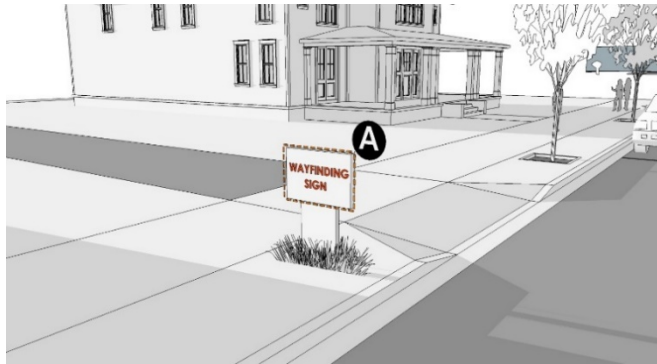


STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Count	2 Max. per common development
Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Face Area	<b>A</b> 80 sq. ft. Max.
Supports	Any so long as not visible from ground view.
EMC	Not Permitted
Illumination Types	Indirect; Direct; Individual Bulb Lighting; Shadow/Halo
Setback (from edge of roof)	5 ft. Max.
Total Sign Height (above roof)	10 ft. Max. (highest point of sign)
Roof Types	Roof signs are not permitted on pitched roofs, hip roofs, or gambrel roofs.
Building Height	40 ft. Max.

## Chapter 20. Signs

## Perimeter Center – Secondary Sign Types

## (d) WAYFINDING SIGN



STANDARDS (all measurements in accordance with Sec. 20-3 above)	Perimeter Center
Count	2 Max. per curb cut
Sign Face Area <b>A</b>	6 sq. ft. Max.
Supports	Shall be monument style on base of same material as sign
Illumination Types	direct; indirect; shadow/halo
EMC	50% of total sign face area may be EMC Max.
Total Sign Height	3 ft. Max.

## (e) Freestanding Hanging Sign



STANDARDS	Perimeter Center
Height and Material	Sign face shall be hanging from wood or metal supports 5 ft. Max.; sign face shall be wood or metal.
Sign Face Area	8 sq. ft. Max.
Location	No less than 20 feet from the building entrance; 5 ft. Min. from R.O.W.
Illumination	Not Permitted

## Chapter 20. Signs

## Perimeter Center – Secondary Sign Types

<b>(f) LIMITED DURATION SIGNS</b>	
(Choose two of any different limited duration signs below at any given time)	
<b>STANDARDS</b> (all measurements in accordance with Sec. 20-3 above)	<b>PERIMETER CENTER</b>
<b>PATIO UMBRELLA SIGNS</b>	
Location	Outdoor dining area of patio area only
Logo Area	Max. 20% of total umbrella area; every other panel blank
Materials	Embroidered or imprinted on canvas or umbrella
Illumination Types	Not Permitted
Duration	During business hours only
<b>YARD SIGN – SMALL</b>	
Total Area of Signs	36 sq. ft. Max.
Total Area Per Sign	6 sq. ft. Max.
Total Sign Height	3 ft. Max.
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal or wood face
Illumination Types	Not Permitted
Setback from R.O.W.	5 ft. Min.
<b>YARD SIGN – LARGE</b>	
Total Area Per Sign	12 sq. ft. Max.
Total Sign Height	6 ft. Max.
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face
Illumination Types	Not Permitted
Setback from R.O.W.	5 ft. Min
<b>TEMPORARY BANNER SIGN</b>	
Count	If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, wall or ground mounted, then one per property or up to two per common development
Materials	Cloth or vinyl
Total Area Per Sign	36 sq. ft. Max.
Duration	14-day permit up to 6 times per year
<b>SANDWICH BOARD SIGN (1 permitted per storefront)</b>	
Location	Within 10 feet of primary entrance not blocking any clear path
Sign Face Area (each of two sign faces)	6 sq. ft. Max.
Board Width (inches)	24 inches Max.
Board Height	36 inches Max.
Materials	Plastic not permitted
Illumination Types	Not Permitted
Duration (hours per day)	During business hours only

## Chapter 20. Signs

**Quasi-Public/Institutional Uses****Sec. 20-28. Quasi-Public/Institutional Uses**

The following sign types below shall be permitted for properties containing a quasi-public/institutional use (as defined in Sec. 27-113) irrespective of whether the sign type is permitted in the applicable district. Each property shall be entitled to the following signs subject to the following standards:

<b>(a) SIGNS SPECIFIC TO QUASI-PUBLIC/INSTITUTIONAL USES</b>	
<b>STANDARDS</b> (all measurements in accordance with Sec. 20-3 above)	Any Quasi-Public/Institutional Use in any District
<b>BUILDING ENTRANCE WALL SIGN</b>	
Count	1 Max. per building entrance
Total Sign Area	4 sq. ft. Max.
Total Sign Height	6 ft. Max. (lowest point of sign)
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
EMC	Not permitted
Illumination Types	Indirect; shadow/halo
<b>MONUMENT SIGN</b>	
Count	1 per vehicular entrance up to 2 Max.
Location	Street yard(s) only
Sign Face Area	36 sq. ft. Max.
Total Sign Height	6 sq. ft. Max.
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Materials	Brick; natural stone; stucco; synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Height	1 ft. min. / 3 ft. Max.
Illumination Types	Indirect; direct; shadow/halo
Setback from R.O.W.	5 feet Min.
EMC	Maximum of 40% of total sign face area may be EMC. No manual changeable copy allowed if sign includes an EMC.
Manual Changeable Copy	Maximum of 40% of total sign face area may be manual changeable copy. No EMC allowed if sign includes manual changeable copy.

## Chapter 20. Signs

**Quasi-Public/Institutional Uses**

	WAYFINDING SIGN
Count	2 Max. per curb cut and up to 2 per acre Max. internal to common development
Sign Face Area	6 sq. ft. Max.
Supports	Shall be monument style on base of same material as sign
Illumination Types	Direct; indirect; shadow/halo
EMC	Not permitted
Total Sign Height	4 ft. Max.

## Chapter 20. Signs

**Use and Maintenance of Nonconforming Signs**

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**ARTICLE VI. - NONCONFORMITIES****Sec. 20-29. Use and Maintenance of Nonconforming Signs**

Subject to the restrictions of this chapter, a nonconforming sign may be used, but not expanded or improved unless the sign is made conforming. All nonconforming signs shall be maintained in good condition and repair and may be subject to removal for violations of maintenance standards.

**Sec. 20-30. Repair and Replacement of Nonconforming Signs; Exceptions**

Minor repairs and maintenance of nonconforming signs shall be permitted. Structural repairs or changes in the size or shape of a nonconforming sign shall be permitted if the changes do not expand the nonconforming nature of the sign. A nonconforming sign shall not be replaced by another nonconforming sign. *Exceptions:* (i) the substitution or interchange of sign panels, painted boards, or dismountable material on nonconforming signs shall be permitted; (ii) the substitution or interchange of sign lighting types on nonconforming signs shall be permitted; (iii) the substitution, interchange, or replacement of sign base and/or surround materials on nonconforming signs shall be permitted; (iv) 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 or replaced if the repairs do not exceed 100 percent of total replacement cost in R and RA district or 50 percent of total replacement cost in all other districts.

**Sec. 20-31. Relocation of Nonconforming Signs**

A nonconforming sign may be relocated for the purposes of road or sidewalk construction, purchases of right-of-way, or other public works or transportation project initiated by the City or other public agency.



## Chapter 20. Signs

**Master Sign Plan Required****ARTICLE VII. - ADMINISTRATIVE PROCEDURES SPECIFIC TO SIGNS****Sec. 20-32. Master Sign Plan Required**

A master sign plan shall be reviewed by the Community Development Director for compliance with this chapter for all new common developments and in any existing development over 20 acres where total sign area is increasing, or any sign location is changing. Sign face changes shall not require the submission of a master sign plan. All master sign plans shall contain the following:

- (1) A site plan showing the location of buildings, parking lots, driveways and landscaped areas, and the location, size, area and height of all proposed business, identification, and traffic directional signs (and existing to remain signs).
- (2) Computation of the maximum total sign area allowed and requested, the maximum area allowed and requested for each individual sign, the conceptual approach proposed for window signage.
- (3) A description of how the applicant will achieve visual consistency among all signs, which may be in narrative or graphic depiction, regarding color scheme, lettering or graphic style; lighting; location of each sign on the site and on buildings; material; and support structures.

**Sec. 20-33. Master Sign Plan Modifications**

- (1) Minor modifications to an approved master sign plan shall be submitted in writing for review and decision by the Community Development Director:
  - a. The change does not increase the sign area of the subject property approved in the original master sign plan.
  - b. The change maintains visual harmony with those elements specifically identified in the original master sign plan as integral to the design theme of the subject property (for example: location(s), color(s), material(s), or type(s)).
- (2) The decision of the Community Development Director in approving or denying a master sign plan may be appealed as set forth herein below.
- (3) Major modifications to an approved master sign plan shall be reviewed and decided by the zoning board of appeals.

**Sec. 20-34. Variances**

An application for a variance from the strict application of the provisions of this chapter may be initiated by application to the Zoning Board of Appeals on the form provided by the Community Development Department. In addition to the factors for consideration for variances in Sec. 16-141, variances from the regulations of this chapter shall be limited to the following hardship situations:

- (1) Where the proximity of existing signs on adjoining lots causes the subject property to be ineligible, due to spacing requirements, for a sign of the type sought; or
- (2) Where visibility of a conforming sign from the proposed street and within 50 feet of the proposed sign would be substantially impaired by existing trees, plants, natural features, signs, buildings, or structures on a different lot; and
  - a. Placement of the sign elsewhere on the lot would not remedy the visual obstruction;
  - b. Such visibility obstruction was not created by the owner of the subject property; and

## Chapter 20. Signs

### Emergency Sign Provisions for Temporary Signage

- c. The variance proposed would not create a safety hazard to vehicular traffic or pedestrians.
- (3) Variances shall be limited to the minimum relief necessary to overcome the hardship. No variances shall be granted to allow a greater number of signs than would be allowed if the hardship did not exist.
- (4) The staff or Community Development Department shall conduct a site inspection of and shall prepare an analysis of each application for variance applying the criteria and standards set forth in this section.
- (5) Relief from the application of the provisions of this chapter by use of variances granted by the board shall be granted only upon a finding of hardship as previously defined. Hearing on such variances shall be noticed and a final decision rendered by the Board using the same time frames and notice requirements as for appeals under this chapter.
- (6) In the event of dissatisfaction with the decision of the Zoning Board of Appeals, a person may petition for a writ of certiorari to the Superior Court of DeKalb County as provided by law.

### Sec. 20-35. Emergency Sign Provisions for Temporary Signage

In the instance that the federal, state, or City government declares a state of emergency, the Mayor and City Council may pass a temporary decree (for the duration of the state of emergency) which explicitly specifies relaxed regulations for temporary signage to permit better communication for the duration of the emergency.

### Sec. 20-36. Appeals

Decisions and determinations made pursuant to this chapter may be appealed to the zoning board of appeals pursuant to Ch. 27, Div. 8.

### Sec. 20-37. Violations and Penalties

The Community Development 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 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.

- a. The Community Development Director and/or his/her designee shall have the same duties, authority, and obligations regarding access to private property and inspections, including the procurement of inspection warrants provided in Article VI of the City zoning ordinance with regard to the enforcement of this chapter.
- b. 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 this 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 Zoning Code Article VI, Division 3 – Enforcement and Penalties.
- c. 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.
- d. The Community Development 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. 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.









Max. of 10% of façade area  
up to 120 square feet









Max. of 10% of façade area  
up to 120 square feet









Max. of 180 square feet  
for buildings over 30,000  
square feet











Max. sign height of six feet





For visualization purposes only – not measured to scale.



Max. sign face area of 36  
square feet









Max. sign height of six feet







Max. sign face area of 36  
square feet



To: Richard McLeod, Community Development Director  
Richard Hathcock, Senior Planner, Project Manager

From: Sean Suder, Lead Principal

Date: October 6, 2020

Re: Cover Memo – Dunwoody, Georgia Sign Code Calibration Tables

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The first substantive step in the process to re-write Dunwoody Chapter 20, The Code of the City of Dunwoody, Georgia) (hereinafter, the “Sign Code”) is underway – the crafting of new sign standards custom calibrated to the context and desired character of each of the city’s unique zones and districts.

This iterative process is highly technical and detailed and is an important next step in crafting a new Sign Code. At this stage in the process we are not focused on the layout, graphics, and presentation of the regulations, rather we are focused on the raw data and calibrating desired standards.

While the city should not be tethered to the standards in the existing Sign Code, new sign standards may be better understood and reviewed by highhalo the proposed changes. The following is intended to be read and reviewed in conjunction with the draft calibration tables.

As we concluded in the August 13, 2020 Diagnostic Report, among other things:

- The Sign Code attempts a one-size-fits-all approach to signage by tying signage dimensions to gross building area. This is not a best practice and is at the core of the unintended consequences and results the city is experiencing.
- Modern, more common sign terms and standards should be employed for ease of use and consistency with other communities.
- To be more context sensitive, the new sign code should be organized more simply by a menu of sign and illumination typologies with corresponding standards by district.
- A sign menu approach should be used to allow businesses and property owners the flexibility to select the best mix of signage to most effectively achieve their needs.

Our conclusions were supported by comments we received from the Steering Committee at its initial meeting on September 9, 2020. The Steering Committee indicated a desire to apply a more modern, context-sensitive approach with user-friendly sign typologies calibrated to each context.

To this end, we calibrated the proposed standards by zones (residential and non-residential) and by districts (Dunwoody Village and Perimeter Center). Each has unique development patterns, aesthetics, scale, and uses that require a careful calibration of standards. Additional districts can be created or added as desired.

We have developed an intuitive menu of uniform sign types that can be customized to each zone or district. We propose the following permanent sign types:

- Awning Sign
- Canopy Sign
- Building Entrance Wall Sign
- Freestanding Hanging Sign
- Monument Sign – Single or Multiple Panel
- Painted Wall Mural Sign
- Projecting/Blade Sign
- Residential Development Entrance Wall Sign
- Roof Sign
- Signage Specific to Gasoline Stations
- Signage Specific to Drive-Thrus
- Wall Sign
- Wayfinding Sign
- Window Sign

We proposed the following limited duration (temporary) sign types:

- Entrance Wall Banner (residential)
- Patio Umbrella Sign
- Sandwich Board Sign
- Temporary Banner (commercial)
- Yard Sign – Small and Large

A comparison of the sign types in the current Sign Code to the proposed sign types in the calibration tables follows:

Current	Proposed
Animated Sign / Rotating Sign (Prohibited)	Prohibited
Awning/Canopy Sign	<ul style="list-style-type: none"> <li>• Awning Sign</li> <li>• Canopy Sign</li> </ul>
Banner	<ul style="list-style-type: none"> <li>• Residential Development Entrance Wall Sign (residential)</li> <li>• Temporary Banner (commercial)</li> </ul>
Beacon Sign/Search Light (Prohibited)	Prohibited
Building Sign	See Wall Sign
Changeable Copy Sign/Reader Board	An EMC (Electronic Message Center) is a component of a sign, not a sign type
Changeable Copy Sign, Electronic	An EMC (Electronic Message Center) is a component of a sign, not a sign type
Directional Sign	Wayfinding Signs
Double-faced Sign	Not used – all signs except wall signs may have two sides
Electronic Sign	An EMC (Electronic Message Center) is a component of a sign, not a sign type
Entrance Sign	Wayfinding Signs
Ground Sign	<ul style="list-style-type: none"> <li>• Monument Sign – Single Panel</li> <li>• Monument Sign – Multiple Panel</li> </ul>
Hanging Sign	Freestanding Hanging Sign
Illuminated Sign	Illumination is calibrated to each sign type by zone/district
LCD Sign (Prohibited)	Illumination is calibrated to each sign type by zone/district
LED Sign (Prohibited)	Illumination is calibrated to each sign type by zone/district
Menu Sign/Ordering Kiosk	Signage Specific to Drive-Thrus

Multi-Faced Sign (Prohibited)	Prohibited
Neon Sign (larger than three sq. ft. in a window prohibited)	Illumination is calibrated to each sign type by zone/district (continue to be prohibited if larger than three sq. ft. in a window)
Permanent Sign	All types other than limited duration signs are Permanent Signs
Pole Sign (Prohibited)	Prohibited
Portable Sign (Prohibited)	Prohibited
Projecting Sign	Projecting or Blade Sign
Pump-Island Sign	Signage Specific to Gasoline Stations
Roof Sign (Prohibited)	Roof Sign (Permitted in the Special/Overlay Districts)
Sandwich Board Sign	Sandwich Board Sign
Shingle/Suspended Sign	Projecting/Blade Signs
Standard Informational Sign	Not used
Subdivision Sign	Residential Development Entrance Wall Sign
Temporary Sign	Limited Duration Signs: <ul style="list-style-type: none"> <li>• Yard Signs, Small</li> <li>• Yard Signs, Large</li> <li>• Residential Entrance Wall Banner (Affixed to Entrance Wall – Freestanding Banners Not Permitted)</li> <li>• Patio Umbrella Sign</li> <li>• Sandwich Board Sign</li> <li>• Temporary Banner (commercial)</li> </ul>
Tri-Vision Sign (Prohibited)	Prohibited
Wall Sign	<ul style="list-style-type: none"> <li>• Wall Sign</li> <li>• Building Entrance Wall Sign</li> <li>• Painted Mural Sign</li> </ul>



Window Sign	Window Sign
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The following compares the current Sign Code standards with those proposed in the calibration tables (Note: Ch. 20 Articles I and II will be reviewed and revised; the following focuses on Article III – Regulations and Restrictions):

Current	Proposed
Sec. 20-49 – Exemptions from permit requirements	Exemptions to remain the same except window signs no longer regulated by individual window frame and instead as a percentage of the overall glazing.
Sec. 20-50 – Display of property numbering	No proposed changes.
Sec. 20-51 – Prohibited signs	Prohibited signs to remain largely the same except window signs, which may be regulated as a separate sign type, and roof signs, which may be permitted and regulated in the special/overlay districts.
Sec. 0-52 – Owner's consent required	No proposed changes.
<p>Sec. 20-53 – Restrictions in residential zoning districts and multifamily land use in O-I districts</p> <p>(1) Single-family residential sign area capped at 12 sq. ft. per lot, with no individual sign exceeding 6 sq. ft.</p> <p>(2) Multi-family and attached single-family residential sign area capped at 6 sq. ft. per dwelling or 100 sq. ft. for the lot</p> <p>(3), (4) Standard informational signs distinguished and capped</p> <p>(5) Ground signs capped at 6 ft. above grade level or 3 ft. above ground level</p>	<p>New section to be established for signage in residential zoning districts – R, RA and RM zones to be created (see “Residential” tab in calibration tables)</p> <p>(1) More specific sign types to be established; Yard Sign – Small and Yard Sign – Large; No changes to per lot or per sign area dimensions</p> <p>(2) Sign area reduced for RM zones to 48 total sq. ft. per lot., 6 sq. ft. per sign to remain the same; count per building rather than by dwelling unit</p> <p>(3), (4) Distinctions on signage by content (i.e. “standard informational signs” to be removed)</p>

<p>(6) All ground signs are to be monument signs</p> <p>(7) Multifamily development signs for apartment developments greater than 250 units capped at 5 ft. high x 10 ft. wide and may be placed on either side of the primary entrance; one ground sign capped at 5 ft. high x 5 ft. wide for each secondary entrance; apartments less than 250 units ground signs capped at 5 ft. high x 5 ft. wide with max. count of two at primary entrance and one at secondary entrance</p> <p>(8) No illumination in residential zones other than subdivision and entrance signs</p> <p>(9) Subdivision and entrance sign area capped at 32 sq. ft. excluding base; height capped at 8 ft.</p> <p>(10) Subdivision signs can be ground sign, hanging sign or entry wall sign</p> <p>(11) Subdivision sign count capped at two per entrance</p> <p>(12) Changeable copy signs permitted for institutional uses only</p>	<p>(5) Max. height 3 ft. above ground for Yard Signs – Small; ,max. height 6 ft. above ground for Yard Signs – Large</p> <p>(6) Monument sign requirement for ground signs to be removed as new sign types and definitions created</p> <p>(7) Not distinguished based on unit count; development entrance wall sign height capped at 8' above ground, 32 sq. ft. max. area; secondary entrance sign to be 40% of dimensions of primary entrance sign</p> <p>(8) No change</p> <p>(9) No change</p> <p>(10) Subdivision entrance signs to be on walls or monuments</p> <p>(11) No change</p> <p>(12) EMC could be permitted as a component for certain uses (i.e. institutional uses) and in certain districts</p>
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<p>Sec. 20-54 – Height and setback requirements</p> <p>(a)(1) Min. 10 ft. from curb line</p> <p>(a)(2) Additional one foot setback if right-of-way more than 10 ft.</p> <p>(a)(3) In a residential zoning district, if the distance between the right-of-way to the front of the principal structure is less than 15 feet, signs shall be setback two-thirds of the distance between the curbline and the front of the principal structure on the lot on which the sign is located</p> <p>(a)(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.</p> <p>(b) No sign or sign structure above a height of three feet shall be maintained within 15 feet of the intersection of the right-of-way lines extended of two streets, or of a street intersection with a railroad right-of-way. However, a sign support structure not more than ten 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 12 feet above the ground level.</p>	<p>All of this will be included in an easy-to-use table by district</p> <p>No proposed changes.</p>
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Sec. 20-55 – Convenience stores and service stations with pump islands	New sign type “Signage Specific to Gasoline Stations” to be created. No other proposed changes.
Sec. 20-56 – Non-commercial messages	No proposed changes.
<p>Sec. 20-57 – Buildings signs</p> <p>(a) Wall, canopy, awning, or projecting signs shall be securely fastened to the building surface.</p> <p>(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.</p> <p>(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.</p> <p>(d) Wall signs may project from the building up to two feet.</p> <p>(e) No wall, canopy, awning, or projecting sign shall extend above the parapet wall or any roofline.</p> <p>(f) Wall, canopy, awning, or projecting signs are prohibited in residential districts.</p> <p>(g) Wall, canopy, awning, or projecting signs must be located on or attached to the facade(s) of a building.</p> <p>(h) Wall, canopy, awning, or projecting signs shall be located only on the facade(s) which are immediately external to the use being advertised.</p> <p>(i) The size and number of building signs allowed is dependent upon the size of the space to which they relate as follows:</p>	<p>New sign types to be created to allow for more tailored standards.</p> <p>(a) No change.</p> <p>(b) No change.</p> <p>(c) Max. 8 sq. ft. and can project 48 inches from building.</p> <p>(d) No change.</p> <p>(e) No change.</p> <p>(f) No change.</p> <p>(g) No change.</p> <p>(h) No change.</p> <p>(i) Major change: proposal to scale signage based on elevation area rather than total building floor area.</p>

<p>Sec. 20-58 – Ground signs</p> <p>(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.</p> <p>(b) All ground signs shall be monument signs. The use of exposed poles in ground signs is prohibited.</p> <p>(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:</p> <p>(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;</p> <p>(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;</p> <p>(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</p> <p>(4) Ground sign for a lot with multiple retail tenants or planned commercial centers shall be as follows:</p>	<p>New sign types to be created to allow for more tailored standards.</p> <p>(a) No change.</p> <p>(b) Defined terms to change.</p> <p>(c) (1) New proposed dimensions per zone/district. Proposed max. area 32 sq. ft., height capped at 8 ft.  (2) Proposed 32 or 24 sq. ft. sign are by frontage type; height capped at 8 ft.  (3) Same as (2) above.  (4) Major change: New sign type for multiple panel monument signs.</p> <p>(d) No change.</p> <p>(e) No change.</p>
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<p>(d) There shall be no more than one ground sign per street frontage per lot.</p> <p>(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.</p>	
<p>Sec. 20-59 – Directional signs</p> <ul style="list-style-type: none"> <li>• Max. height 3 ft.</li> <li>• Max. area 6 sq. ft.</li> <li>• Max. count - 2</li> </ul>	<p>New sign type “Wayfinding Signs” to replace.</p> <ul style="list-style-type: none"> <li>• No changes to height or area</li> <li>• Count includes signs at entrances and internal signs</li> </ul>
Sec. 20-60 – Standard information signs	Content based – not used.
Sec. 20-61 – Nonconforming signs	No changes.
Sec. 20-62 – Illumination	Illumination types to be reviewed and applied by sign type per zone/district. See calibration tables for proposal.
Sec. 20-63 – Building code	No changes.
Sec. 20-64 – Conflicts with zoning ordinance overlay districts	No changes.
Sec. 20-65 - Variances	No changes.
Sec. 20-66 – Flags	No changes.
<p>Sec. 20-67 – Temporary signs</p> <ul style="list-style-type: none"> <li>• Max. 24 sq. ft. sign area</li> <li>• Count max. – 2 per lot</li> <li>• Duration – Six periods of 14 consecutive days</li> <li>• Sandwich boards – 3 x 5 max; located max. 10 ft. from ped entrance; duration during business hours; count max. is one per tenant space</li> </ul>	<p>Propose to change to “Limited Duration Signs” with new categories and specific standards by zone/district.</p> <ul style="list-style-type: none"> <li>• Sign area determined by sign type, zone/district.</li> <li>• Count determined by sign type, zone/district</li> <li>• No change to duration.</li> <li>• Sandwich boards – 6 sq. ft. sign area max.; 2 x 3 ft. max.; 3 ft. height</li> </ul>

<ul style="list-style-type: none"> <li>Institutional uses – 12 signs per year; at least 10 ft. from curb; not exceed 5 x 6; duration not more than 30 consecutive days per year</li> </ul>	max.; no change to annual duration; max. 12 hours per day <ul style="list-style-type: none"> <li>Separate category for institutional uses – needs further review and discussion.</li> </ul>
Sec. 20-68 – Shingle/suspended signs	Not used.
Sec. 20-69 – Severability	No changes.

We hope this memo assists in your review of the draft calibration tables and we look forward to discussing your comments in more detail at the upcoming Steering Committee meeting.



**From:** [REDACTED]  
**To:** [Paul Leonhardt](#)  
**Subject:** comment on proposed Dunwoody Sign Code  
**Date:** Wednesday, March 17, 2021 4:15:43 PM

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As a business owner within the Dunwoody Village Overlay District, it is time for the proposed code to allow channel letters on wall and canopy signs.

The only allowed type of lighting, direct lighting and backlit signs do not provide the visibility required by small businesses in the current competitive business environment. And, inasmuch as there are countless non-conforming signs and grandfathered signs with channel lettering within the overlay district, it puts new businesses at a competitive disadvantage, which is the wrong message the City should be conveying to prospective businesses.

Thank you.

Jerry Benda  
JD Hospitality, Inc. d/b/a Chupito's Azteca Grille  
1412 Dunwoody Village Parkway  
Dunwoody, Georgia 30338  
[REDACTED]

**From:** [REDACTED]  
**To:** [Paul Leonhardt](#)  
**Subject:** sign ordinance  
**Date:** Friday, March 26, 2021 11:04:31 AM

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I could not tell the zone in which the library was located. The sign installed presumably by the city is inadequate. Does the arts center have a library? Is the library a separate institution? The sign is not clear. The buildings may be connected with a hallway but there are separate entities located at the intersection. Nan Green

**From:** [REDACTED]  
**To:** [Paul Leonhardt](#)  
**Subject:** Dunwoody Sign Ordinance questions / comments  
**Date:** Saturday, March 27, 2021 12:15:26 PM

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Dear Paul,

I hope you are doing well. I'm working with my church (Kingswood) to refurbish some of our exterior signs and we are excited to see the new sign code that is currently being drafted. We had a few questions we wanted to submit, please see below:

1. As a place of worship would we be considered a "Quasi-public / Institutional" Use?
2. Do we need to rezone our building to be able to keep or update the signs we currently have?
3. Page 47, sec. 20-42: "Building Entrance Sign" we are seeking clarification, as that is not one of the named types. Is this a "Building Entrance **Wall** Sign"?
4. Page 47, sec. 20-42: "Building Entrance Sign" height limit is quite restrictive. For practical purposes, 6 ft. height prevents signs over a door on a wall face, only adjacent. Recommend increasing the height to 12 -15 ft. or allowing exceptions based on unique circumstances where a building or campus has multiple building entrances. I'd like to be able to talk through our unique circumstance with the appropriate parties at the city if possible.
5. In Quasi-public/institutional use, consider allowing more flexibility in use of Wall Signs/Roof Signs/Canopy or Awning Signs generally in areas not visible from street (we have several on our property, which again we would like the opportunity to talk through our unique circumstances to see what would be permissible).
6. We seek clarification that wayfinding signs at curb cuts may be placed in right-of-way.
7. Consider allowing non-changing Electronic Message Centers with static images within 150 feet of signalized intersection, such as e-ink.

We currently have several signs that were built over 20 years ago and it would be most beneficial to us if we could talk with someone at the city about what may or may not be permissible with the refresh / refurbishment we are planning, and what avenues we may have to keep our signs generally in the size and configuration that we currently have. Please let me know who would be the right individual to speak with at the city.

thanks very much for your time and consideration.

best regards,  
 Paul McKeever, AIA LEED AP

[REDACTED]

**From:** [REDACTED]  
**To:** [Paul Leonhardt](#)  
**Cc:** [Richard McLeod](#)  
**Subject:** RE: Sign Ordinance for Review  
**Date:** Monday, March 29, 2021 5:00:22 PM  
**Attachments:** [image001.jpg](#)  
[image002.png](#)

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Paul,

Your timing is good. I just completed my review over the weekend. Here are my comments...

Sec. 20-26, page 10, Exempt signs, Number 7. I still don't understand why LED string lights are excluded. String lights are string lights and LEDs use less electricity than other technologies.

Sec. 20-34, page 17, EMC signs. I would allow a larger EMC area. Rather than limiting it to 40 percent, I would allow 50 or 60 percent.

Sec. 20-37, page 21, Residential signs, I would suggest entrance wall banners be changed from "4 months total per year" to "for up to two months, up to twice per year." We really don't want the same graduation banner hanging out for four months.

Sec. 20-38 page 29, Limited Duration Signs, Small yard signs. The limit is 5. That is too many and would create a great deal of visual clutter. I would limit to 3 or specify that they can have no more than 2 out at any one time.

Sec. 20-39 page 37, Limited Duration Signs, Small yard signs. The limit is 5. That is too many and would create a great deal of visual clutter. I would limit to 3 or specify that they can have no more than 2 out at any one time.

Sec. 20-21 page 46, Limited Duration Signs, Small yard signs. The limit is 5. That is too many and would create a great deal of visual clutter. I would limit to 3 or specify that they can have no more than 2 out at any one time.

Sec. 20-39 pages 30, 31, Direct lighting should be removed from illumination types on single panel and multi-panel monument signs.

Sec. 20-39, page 35, Direct lighting should be removed from illumination types on wayfinding signs.

Sec. 20-39, page 35, The arrow points the wrong way. (It is a bad cut and paste.) What you all didn't change, which I was trying to point out, was the need to outline the entire area that counted towards the 40 percent limit.



Finally, Sec. 20-46, page 50, Administrative procedures. You have outlined what they have to submit, but it looks like you left out need for the city to issue a permit. Perhaps it is implied, but I think it should be stated that every sign application requires a permit.

Respectfully Submitted,  
Robert Wittenstein

---

**From:** Paul Leonhardt <Paul.Leonhardt@dunwoodyga.gov>

**Sent:** Monday, March 29, 2021 1:10 PM

**To:** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Cc:** Richard McLeod <Richard.McLeod@dunwoodyga.gov>; Allegra DeNooyer  
<Allegra.DeNooyer@dunwoodyga.gov>

**Subject:** Sign Ordinance for Review

Dear Steering Committee members,

First, thank you for your volunteered and hard work over the past months on getting the sign code set up. We are having our initial public hearing at the Planning Commission come up in two weeks, and we would like to invite you to do another review of the most current draft version. This one

incorporates the input of the last steering committee session and of a round of staff review.

Because this is a large undertaking for the City, we would greatly appreciate your feedback once more. Please email me any comments you have. If there are any questions, please also just reach out via email or phone.

With best regards,  
Paul Leonhardt



**Paul Leonhardt, AICP**  
Planning & Zoning Manager  
Deputy Community Development Director

**City of Dunwoody**  
4800 Ashford Dunwoody Road  
Dunwoody, Georgia 30338  
P 678.382.6811  
[@DunwoodyGA](#) [dunwoodyga.gov](http://dunwoodyga.gov)



**From:** [Steve Cooper](#)  
**To:** [Paul Leonhardt](#)  
**Subject:** RE: Sign Ordinance for Review  
**Date:** Friday, April 9, 2021 8:28:17 AM  
**Attachments:** [Dunwoody Sign Code 3 18 Draft CarusoDryeComments R1.pdf](#)

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Hi Paul,

Please find attached my sign architect's comments to the version of the proposed ordinance that you forwarded on March 29<sup>th</sup>. I believe these are very constructive comments and hope they assist in forming the end result guidelines. Please let me know if you have any questions and also please confirm via return e mail that you have received this e mail. Thanks very much.

Regards,

Steve Cooper  
 404.312.3946 (cell)

---

**From:** Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>  
**Sent:** Wednesday, March 31, 2021 1:26 PM  
**To:** Steve Cooper <[Scooper@cororealty.com](mailto:Scooper@cororealty.com)>  
**Subject:** RE: Sign Ordinance for Review

Hi Steve,

That would be great!

Best, Paul

**Paul Leonhardt, AICP**  
 Planning & Zoning Manager  
 Deputy Community Development Director

**From:** Steve Cooper [<mailto:Scooper@cororealty.com>]  
**Sent:** Wednesday, March 31, 2021 1:10 PM  
**To:** Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>  
**Subject:** RE: Sign Ordinance for Review

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Hi Paul,

If I can get a response back to you by end of day on Friday, April 9<sup>th</sup>, is that sufficient time? My sign architect is backed up and it could take him until then to get comments back. Please let me know.  
Thanks.

Regards,

Steve Cooper  
404.312.3946 (cell)

---

**From:** Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>  
**Sent:** Monday, March 29, 2021 1:19 PM  
**To:** Steve Cooper <[Scooper@cororealty.com](mailto:Scooper@cororealty.com)>  
**Subject:** RE: Sign Ordinance for Review

Hi Steve,

In two weeks would be great. Then we can incorporate your comments with any changes that come from the Planning Commission and the public input.

Best, Paul

**Paul Leonhardt, AICP**  
Planning & Zoning Manager  
Deputy Community Development Director

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**From:** Steve Cooper [<mailto:Scooper@cororealty.com>]  
**Sent:** Monday, March 29, 2021 1:16 PM  
**To:** Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>  
**Subject:** RE: Sign Ordinance for Review

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Hi Paul,

Please advise how long we have to review and get any final comments back to you. Thank you.

Regards,

Steve Cooper  
Vice President/Asset Manager  
Coro Realty Advisors, LLC

404.312.3946 (cell)

**From:** Paul Leonhardt <[Paul.L Leonhardt@dunwoodyga.gov](mailto:Paul.L Leonhardt@dunwoodyga.gov)>

**Sent:** Monday, March 29, 2021 1:10 PM

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**Subject:** Sign Ordinance for Review

Dear Steering Committee members,

First, thank you for your volunteered and hard work over the past months on getting the sign code set up. We are having our initial public hearing at the Planning Commission come up in two weeks, and we would like to invite you to do another review of the most current draft version. This one incorporates the input of the last steering committee session and of a round of staff review.

Because this is a large undertaking for the City, we would greatly appreciate your feedback once more. Please email me any comments you have. If there are any questions, please also just reach out via email or phone.

With best regards,  
Paul Leonhardt



**Paul Leonhardt, AICP**  
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## ARTICLE I. - INTRODUCTION AND HOW TO USE THIS SIGN CODE

### Sec. 20-1. Purpose and Intent

- (1) 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, 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.
- (2) 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.
- (3) 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 common 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 the State 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 chapter, the provisions of this chapter are unrelated to the content of speech provided and allow maximum expressive potential to sign owners.
- (4) The purpose and intent of the governing authority of the City in enacting this chapter are as follows:
  - a. To protect the health, safety and general welfare of the citizens of Dunwoody, and to implement the policies and objectives of the comprehensive plan of the City through the enactment of a comprehensive set of regulations governing signs in the City;
  - b. To regulate the erection and placement of signs in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers or pedestrians;

**Sec. 20-2 Applicability**

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- c. To preserve the value of property on which signs are located and from which signs may be viewed;
- d. To maintain an aesthetically attractive City in which signs are compatible with the use patterns of established zoning districts;
- e. 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;
- f. 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;
- g. To provide fair and reasonable opportunities for businesses which are located within the City, and to provide for the identification of the availability of products, goods or services so as to promote the economic vitality of businesses;
- h. To ensure the protection of free speech rights under the State of Georgia and United States Constitutions;
- i. 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;
- j. 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;
- k. To provide for temporary signs in limited circumstances;
- l. 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
- m. To provide for the maintenance of signs, and to provide for the enforcement of the provisions of this chapter.

**Sec. 20-2. Applicability**

The provisions of this article shall apply to all signs erected within the corporate limits of the City that are directed to be viewed from the outdoors. All erection, construction, reconstruction, enlargement, moving, altering, or converting of signs in the City shall be performed in compliance with the requirements of this chapter.

**Sec. 20-3. Defined Terms**

In addition to the sign types defined below in this chapter, the following terms used in this chapter are defined as follows:

- (1) **Abandoned or Dilapidated Sign:** 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.

- (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.
- (3) **Banner:** A sign with or without characters, letters, illustrations, or ornamentations applied to flexible material.
- (4) **Boulevard Panel Sign:** A ground mounted monument sign that is wider than it is high and is located in the median of an entrance boulevard to a development.
- (5) **Common Development:** A parcel or combination of parcels which share a common development plan, or that are dependent upon one another for access, parking, or utilities.
- (6) **Directional Sign:** A permanent representation which located near the entrance of a common development, which shows the location or address of the unit designations within the common development.
- (7) **Door Sign:** A small, impermanent sign no greater than 3 square feet erected on a door for communication purposes.
- (8) **Electronic Message Center (EMC):** An electrically activated changeable copy sign having variable message and/or graphic presentation capability that can be electronically programmed by computer or handheld device from a remote location.
- (9) **Gasoline Station Pump-Island Sign:** A sign located under a canopy and on top of the pump islands of a service station or convenience store with gas pumps.
- (10) **Main Entrance:** When a property has one or multiple entrances, it is the entrance facing a street that is most frequently used for pedestrian access into and out of the building.
- (11) **Major Frontage:** In the instance that a property has frontages on two streets, the lot located in front of the building's main pedestrian entrance.
- (12) **Minor Frontage:** In the instance that a property has frontages on two streets, the lot located in front of the building's main pedestrian entrance shall be considered the major light frontage while the other street facing lot shall be considered the minor frontage.
- (13) **Parapet:** A low wall or protective barrier that extends vertically above the roof or uppermost floor of a building or other structure.
- (14) **Pole Sign:** 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.
- (15) **Portable Sign:** 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).
- (16) **Primary Vehicle Entrance:** The entrance that provides access to the property from a street to the main entrance of the primary use on the property.
- (17) **Side Façade:** The elevations of a building that are located between the front elevation and the rear elevation.
- (18) **Sign.** 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

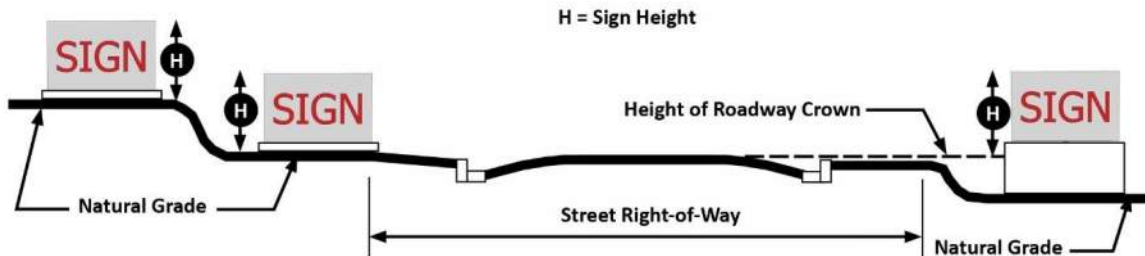
subject thereof to the attention of others and is directed to be viewed from any outdoor space. For purposes of this chapter, the term "sign" shall include the structure upon which a sign face is located. Flags and banners shall be included within this definition only as provided elsewhere herein.

- (19) **Standard Informational Sign:** 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.
- (20) **Temporary Sign:** Any sign, banner, pennant, or advertising display intended to be displayed for a limited time period that is easily removed signs attached to windows are considered temporary signs.

## Sec. 20-4 How to Measure Sign Dimensions

### Sec. 20-4. How to Measure Sign Dimensions

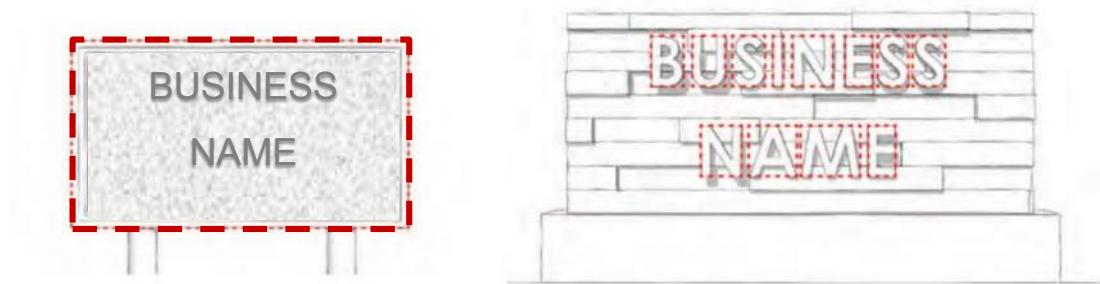
#### (1) Sign Height Measurement



- a. The height of a sign shall be measured from the natural grade or the height of the roadway crown of the adjacent street which the sign faces, whichever is higher, to the highest point of the sign structure, including the bracket, supports, and any sign face surrounds.

#### (2) Sign Area Measurement

- a. For signs on a background, the entire area of the framework or background of the sign is calculated as the sign area, including any material or color forming the sign face or background used to differentiate the sign from the sign structure against which it is placed.
- b. For signs consisting of freestanding letters or features attached to a wall, the sign area is calculated as the total area of each individual letter or feature. Sign area does not include any supporting framework or bracing unless such framework or bracing is part of the message or sign face.



- c. When two sign faces are placed back-to-back, so that both faces cannot be viewed from any one point at the same time and part of the same sign structure and are not more than 24 inches apart, the sign area shall be computed by the measurement of one of the faces.

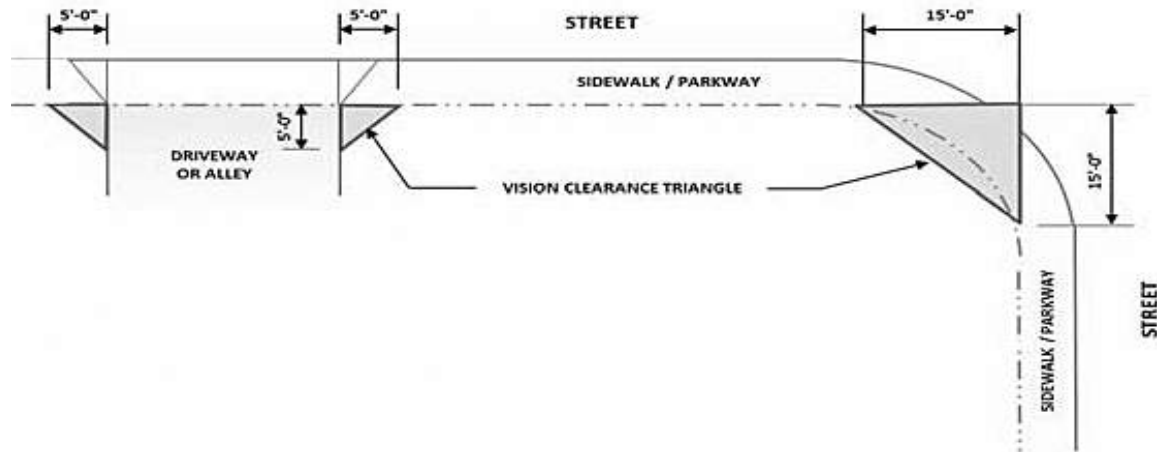
### Sec. 20-5. Sign Location

- (1) Signs shall not be situated so that they interfere with the movement or visibility for pedestrians, cyclists, motorists, or in any way obstructs views of traffic signals and other traffic devices.
- (2) Signs and their supporting structures shall not interfere with public utility equipment or communication lines/equipment that are either above or below the grade.

## Chapter 20. Signs

**Sec. 20-6 Landscaping Requirement**

(3) Signs shall not be located within the vision triangle. The vision triangle is an area of unobstructed sight distance for the traveling public at the intersection of two streets formed by measuring 15 feet from the edge of the curb of the two intersecting streets, then connecting the two points with a straight line forming the hypotenuse, or at the intersection of a driveway and a street or alley formed by measuring 5 feet from the back of the sidewalk, if applicable, or 10 feet from the edge of the curb (or edge of the street pavement if no curb), then connecting the two points with a straight line forming the hypotenuse. (See diagram below).

**Sec. 20-6. Landscaping Requirement**

Except where otherwise provided by the district regulations, an area around the base of each ground-mounted sign equal to the sign face area must be landscaped to improve the overall appearance of the sign and to reduce the risk of vehicles colliding with the sign or its supports. Landscaping must include natural vegetation and may include other materials and components such as brick or concrete bases or planter boxes.

**Sec. 20-7. 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, or otherwise in violation of the requirement in this Section 20-7, the permit for such sign shall be revoked as set forth in Article VI of this Code.

**Sec. 20-8. Sign Maintenance**

All signs shall be maintained in safe and good structural condition, in compliance with all applicable building and electrical codes, and in conformance with this chapter at all times. Such maintenance includes replacement of all defective bulbs, parts, materials, painting, repainting, cleaning, and other acts required for maintenance of erected signs. If any sign does not comply with the above maintenance and repair standards, the City shall require its removal.



**Sec. 20-9 Building Code Compliance**

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**Sec. 20-9. Building Code Compliance**

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 section 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. 20-10. Removal of Unsafe, Unlawful, or Abandoned Signs**

- (1) Upon written notice by the City, the owner, person, or firm maintaining a sign shall remove the sign when it becomes unsafe, is in danger of falling, or it is determined by the City to be a nuisance, or it is deemed unsafe by the City or it is unlawfully erected in violation of any of the provisions of this Chapter.
- (2) The City may remove or cause to be removed the sign at the expense of the owner and/ or lessee in the event of the owner of the person or firm maintaining the sign has not complied with the terms of the notice within 30 days of the date of the notice. In the event of immediate danger, the City may remove the sign immediately upon the issuance of notice to the owner, person, or firm maintaining the sign.

**Sec. 20-11. Permits**

Except for those signs set forth herein which may be erected without obtaining a permit, every person desiring to erect a sign shall first obtain a sign permit and all other permits required for the desired structure in accordance with City ordinances.

**Sec. 20-12. Sign Contractor's License and Insurance**

To erect a sign, a Contractor must provide documentation in the form of occupational tax certificate and certificate of insurance. 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 occupation tax certificate in the state 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 \$25,000.00 for property damage for any one claim, and public liability insurance in an amount not less than \$100,000.00 for injuries, including accidental death to one person. The certificate of insurance shall state that the insurance carrier shall notify the City not less than 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.

**Sec. 20-13. 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 residentially zoned lot may display an unlimited number of yard signs as defined herein. Signs shall not be placed in the right-of-way, and permission from the property owner must be obtained.

**Sec. 20-14 Signage in Planned Development (PD) Districts**

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**Sec. 20-14. Signage in Planned Development (PD) Districts**

For signage proposed as part of a Planned Development (PD) district, an applicant may either (1) submit a signage plan showing all proposed signs in the planned development for approval as part of the PD approval process set forth in Section 27-87, or (2) submit any proposed signs for review and approval by the community development director, and the community development director shall review the signs in accordance with the standards set forth herein for the zoning classification that would, in their discretion, most closely align with that of the uses associated with the sign(s) proposed in the PD.

## ARTICLE II. - PROHIBITED AND EXEMPT SIGNS

### Sec. 20-15. Prohibited Signs

Except as otherwise provided by this chapter, the following signs are prohibited within the City:

- (1) Dilapidated signs or signs (including sign structures).
- (2) Animated signs, including balloons, streamers, air or gas filled figures, signs that move mechanically as a result of human activity.
- (3) Beacon sign/search light.
- (4) Electronic message, changeable copy signs, and electronic signs including LCD and LED signs and similar type technologies. *Exception:* As expressly permitted in Sec. 20-34 herein.
- (5) LED strip and rope lighting on the exterior of any building, in any window, or otherwise visible from the outside of a building.
- (6) Multi-faced signs (more than two sides) and tri-vision signs.
- (7) Neon (or LED tube or rope lighting resembling neon) window signs larger than 3 square feet in total area.
- (8) Pole signs and pylon signs.
- (9) Portable signs. *Exception:* Signs mounted, wrapped or painted on a moving vehicle are permitted so long as the vehicle is currently being utilized for a properly licensed business and, whenever parked and not utilized for said business, is 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 public.
- (10) Signs on public rights-of-way other than publicly owned or maintained signs and signs pertaining to railroad crossings.
- (11) Signs that contain words, pictures, or statements which are obscene, as defined by O.C.G.A. § 16-12-80, as amended.
- (12) 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.
- (13) 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.
- (14) 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.
- (15) 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 other than wall signs as permitted herein.
- (16) Signs attached to a fire escape or 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.
- (17) Signs that do not conform to City or State building and electrical codes.

**Sec. 20-16 Exempt signs**

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- (18) Signs that are in violation of the rules and regulations of any zoning district or zoning overlay district.
- (19) Any sign that is structurally unsound or is a hazard to traffic or pedestrians.
- (20) Any sign that changes color(s), flashes, blinks, oscillates, or intimates movement through lighting effect(s).

**Sec. 20-16. Exempt signs**




Other than the following exempt signs, all signs require a permit in accordance with the requirements of this chapter. While exempt signs do not require a permit, they are not exempt from any applicable standards of this chapter and shall be subject to all applicable regulations herein:

- (1) Window signs if less than 30 percent of the total area of window glazing.
- (2) Door signs if less than 3 square feet in total area and not more than one sign per door.
- (3) Yard Signs – Small. *See applicable regulations herein.*
- (4) Address placards erected for the sole purpose of displaying street numbers as may be required by other ordinances and other signs required by law.
- (5) Flags of any fabric or bunting containing colors, patterns, or symbols; attached to a flagpole as 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, the height of which shall be measured from the average grade.
- (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.
- (7) Non-LED string lights used in outdoor spaces so long as they are not an animated sign.
- (8) Government mandated signs in compliance with the manual of uniform traffic control devices that comply with the requirements of state law for such signs placed or required to be placed by a government entity.
- (9) Menu signs/ordering kiosks placed adjacent to a commercial drive thru, with a maximum of four such signs per property, so long as any ground-mounted menu sign does not exceed 18 square feet and any wall-mounted menu-sign does not exceed nine square feet, as well as drive-thru menu sign accessory panel exchanges.
- (10) Sandwich boards. *See applicable regulations herein.*

## ARTICLE III. - SIGN TYPES

The following general sign types are allowed on private property within the City according to the standards and subject to all requirements set forth herein: (a) Building Mounted Signs; (b) Ground Mounted Signs; (c) Window Signs; and (d) Limited Duration Signs. Signs related to events in public places are governed by Dunwoody Code Sec. 26-279 – Pole Banners. Sign subtypes are defined and illustrated within each general sign type below. Sign lighting types are also defined and illustrated below the sign type tables.



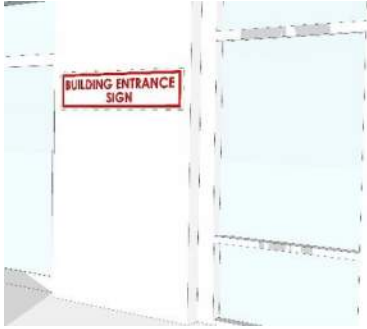

### Sec. 20-17. Building Mounted Signs

Sign Type	Definition	Example Graphic
<b>Projecting/ Blade Signs</b>	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.	 A perspective illustration of a building facade with large glass windows. A rectangular sign is mounted on the wall, extending outward from the building's surface. The sign is labeled 'Projecting Sign' in red text.
<b>Wall Signs</b>	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.	 A perspective illustration of a building facade with large glass windows. A rectangular sign is mounted directly onto the wall, parallel to the wall surface. The sign is labeled 'Wall Sign' in red text.
<b>Awning Signs</b>	Any sign painted on, or applied to, an awning. Lettering, logos, or symbols are permitted on the valance and sloping portion.	 A perspective illustration of a building facade with large glass windows. A sign is mounted on the sloping portion of an awning. The sign is labeled 'Awning Sign' in red text.




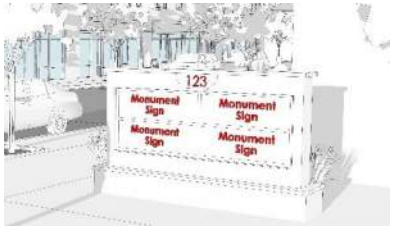
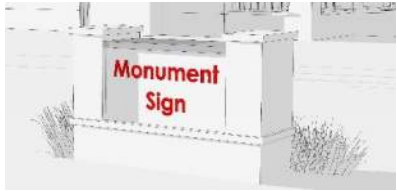
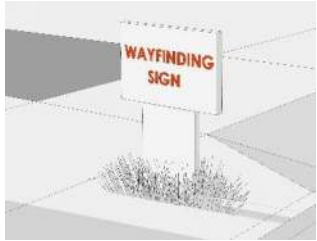

## Chapter 20. Signs

## Sec. 20-17 Building Mounted Signs

Sign Type	Definition	Example Graphic
<b>Canopy Signs</b>	Any sign that is part of or attached to a canopy.	
<b>Painted Wall Mural Signs</b>	A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/or symbols.	
<b>Building Entrance Wall Signs</b>	A sign that is located on a wall immediately adjacent to the entrance of a building.	
<b>Roof Signs</b>	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.	

## Sec. 20-18 Ground Mounted Signs

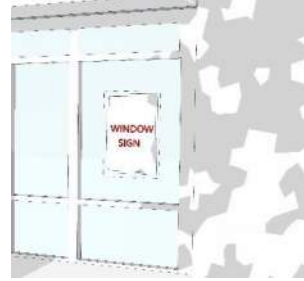
### Sec. 20-18. Ground Mounted Signs

Sign Type	Definition	Example Graphic
<b>Single-Panel Monument Signs</b>	A monument sign which contains only one distinct signage area within the sign face.	
<b>Multi-Panel Monument Signs</b>	A monument sign which contains multiple distinct signage areas within the same sign face.	
<b>Residential Monument Sign</b>	A monument sign permitted in residential areas which contains only one distinct signage area within the sign face for the purpose of identifying the entrance of a residential common development from a street.	
<b>Wayfinding Signs</b>	Signs that direct traffic or pedestrians towards a point of interest that are visible from a public right-of-way.	
<b>Freestanding Hanging Signs</b>	A sign which is not attached to a building and which hangs from a support structure attached to a supporting structure attached to the ground.	

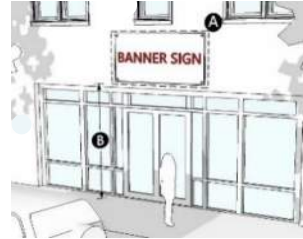

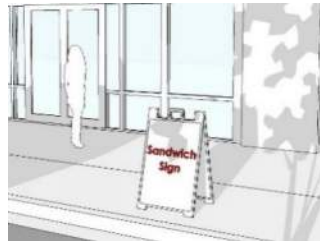
## Chapter 20. Signs

## Sec. 20-19 Window Signs


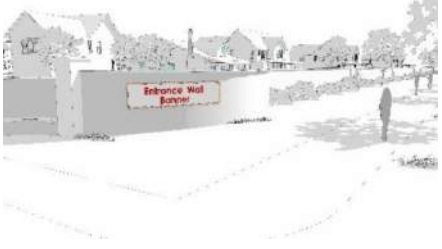
## Sec. 20-19. Window Signs

Sign Type	Definition	Example Graphic
<b>Window Sign</b>	Any sign that is placed on, in or intrudes over a window opening or upon the 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. Any sign within 24 inches of the inside surface of a window and facing the outside will count toward the allotment of total permitted window signage.	

## Sec. 20-20. Limited Duration Signs

Sign Type	Definition	Example Graphic
<b>Banner Signs</b>	A non-permanent sign that may be erected for a new business for 60 days prior to the installation of a permanent sign.	
<b>Patio Umbrella Signs</b>	Any lettering or symbol that is printed, painted, or affixed to a table or patio umbrella.	
<b>Sandwich Board Signs</b>	A single or double-faced, hinged or un-hinged, temporary sign designed to be used on a sidewalk or pedestrian way.	

**Sec. 20-20 Limited Duration Signs**

Sign Type	Definition	Example Graphic
<b>Yard Signs</b>	A type of non-permanent, sign that is located on private property that can be displayed for a limited duration of time.	
<b>Entrance Wall Banner</b>	An impermanent sign erected at the entrance to a residential common development which may be affixed to a common development wall sign or may be freestanding. These signs may not be erected at the entrances to individual residences.	

**Sec. 20-1. Gasoline Station Pump-Island Signs**

In addition to the sign types otherwise allowed in this chapter, gasoline and service stations with pump islands may have signage located under a canopy and on top of the pump islands of a service station or convenience store with gas pumps, subject to the following limitations:

- (1) Within the limits of the canopy covering the pump islands, one sign per canopy face per public street frontages with a maximum of 6 square feet each.
- (2) Within the limits of the canopy covering the pump islands, pump-island signs shall be limited to no more than two signs per island, not to exceed 4 square feet per sign; provided, however, total square footage of all pump island signs shall not exceed 24 square feet.
- (3) If a separate accessory drive-through car wash building is located on site, one additional wall sign, not to exceed 5 square feet per sign, may be permitted. In addition, one menu sign/ordering kiosk is permitted.
- (4) Notwithstanding the foregoing, in accordance with state law, changeable copy signs are allowable when accessory to a service station as follows: fuel pricing information shall be a fixed, non-intermittent, static message with no wipes, fades, flashes or similar effects; LED, LCD, and/or electronic lighting is permissible for fuel pricing only.

**Sec. 20-2. Address Placards**

When address numerals in residential districts are located on a placard, the placard shall be no larger than 3 square feet.

**Sec. 20-21 Flags and Flag Poles****Sec. 20-21. Flags and Flag Poles**

- (1) A property shall not have more than four flag poles. *Exception:* Flag poles located on properties used for a quasi-public/institutional use.
- (2) All flags shall be displayed on a flagpole or according to recognized flag etiquette. In non-residential districts, flagpoles shall not exceed the maximum building height applicable for the zoning district, or 60 feet, whichever is less. Flagpoles in residential districts shall not exceed the lesser of 25 feet in height or the height of the primary structure on the lot.
- (3) The maximum dimensions of any flag shall be proportional to the flagpole height as set forth in the following table. The hoist side of the flag shall not exceed 20 percent of the vertical height of the flagpole when ground mounted.

Pole Height (Max.) (ft.)	Flag Size (Max.) (ft.)
Up to 25	24
25—39	40
40—49	60
50—60	96

**Sec. 20-22. Electronic Message Center (EMC) and Manual Changeable Copy**

- (1) Electronic message centers shall be permitted as a component of gasoline station signage, quasi-public/institutional uses, and in the Perimeter Center in accordance with the following standards:
  - a. No sign containing an electronic message center shall be located within 125 feet of any signalized intersection as measured from the point where the existing right-of-way lines of the intersecting streets meet. In a case where a rounded or cut property corner exists, this measurement shall be taken from the point of the intersection of the existing rights-of-way lines, as extended. The distance shall be measured along the right-of-way line from the point of intersection. (See graphic illustration above.)
  - b. Any electronic message center that is located within 300 feet of any residential use must automatically turn off between the hours of 11:00 p.m. and 6:00 a.m. daily.
  - c. An electronic message sequence must be accomplished by means of fading or dissolving but shall not scroll or travel. A transition sequence must be completed in no less than 8 seconds.





**Sec. 20-22 Electronic Message Center (EMC) and Manual Changeable Copy**





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- d. No portion of any sign may change its message or background in a manner or by a method of display characterized by motion, other than fading or dissolving, or pictorial imagery or depicts action or a special effect to imitate movement, or the presentation of pictorials or graphics displayed in a progression of frames that give the illusion of motion or the illusion of moving objects, moving patterns or bands of light or expanding or contracting shapes.
  - e. Electronic message centers shall be designed to either freeze the display in one static position, display a full black screen, or turn off in the event of a malfunction.
  - f. Portable electronic message signs are prohibited. No electronic message center shall be permitted to be included as part of any limited duration sign.
- (2) Manual changeable copy signs are permitted only when integrated into signage for a quasi-public/institutional use or as permitted for a gasoline station.

Recommend that as part of all sign permit applications the applicant include renderings illustrating the proposed illumination appearance of the sign(s). A daytime view and nighttime view similar to that shown at the bottom of this page.

## ARTICLE IV. - SIGN LIGHTING TYPES

Certain sign types may be illuminated as indicated herein. The type of lighting depends on the sign type and district in which it is located as set forth herein. The following defines and provides example depictions of the various sign lighting types used in this chapter.

Sign Lighting Type	Definition	Example Graphic
<b>Direct Lighting</b>	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.  This designation includes face-lighted channel letters and sign panels with routed and push-through graphics (backlit).	
<b>Internal Box Lighting</b>	Signs that use a lightbox configuration where a light fixture is inside a box with the front surface consisting of a translucent panel that becomes illuminated on which information is displayed.	
<b>Shadow/Halo Lighting</b>	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. In some instances, lighting that creates a shadow/halo effect may be located on the interior of the lettering – this is permissible if the light radiation is not visible on the front surface of lettering, logos, or symbols, and the front is entirely opaque.	
<b>Indirect Lighting</b>	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. This includes goose neck, linear sign lights, and ground mounted spotlights.	

What about acrylic sign panels with opaque vinyl overlay where only the letters/graphics illuminate? (see attached for example). There does not seem to be an option/category for this manufacturing/lighting technique, though it seems to fit the desired "look" the City would support.



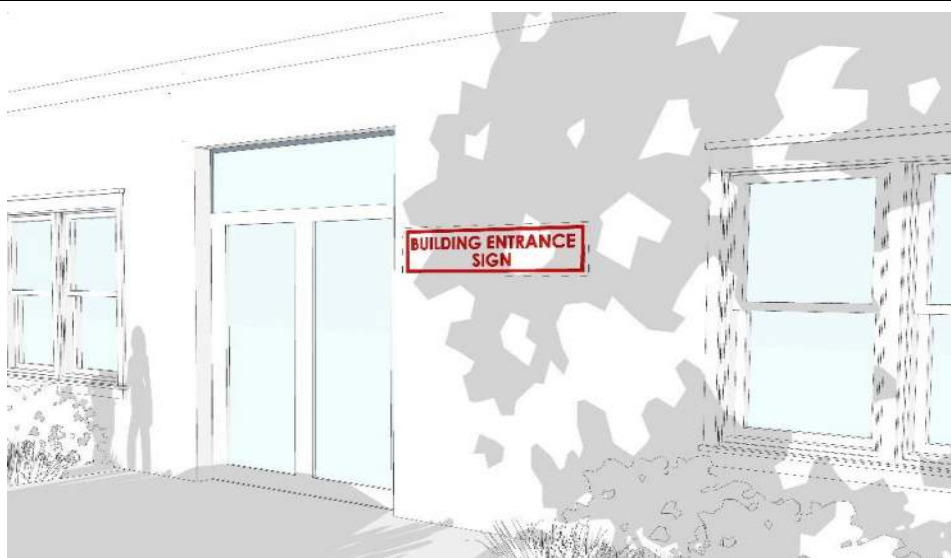
## ARTICLE V. - SIGN STANDARDS

The appropriate sign type, dimension, location, and lighting type are determined by applicable district. For purposes of this chapter, zoning districts are categorized as Residential Districts (all R, RA, RM, DV-3 districts), Office Districts (O-I, O-I-T, O-D, OCR), Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4), the Perimeter Center. Additionally, due to their unique situation in the city, this chapter includes specific standards for quasi-public/institutional uses or of the zoning district in which they are located.

### Sec. 20-23. Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

(a) RESIDENTIAL DEVELOPMENT MONUMENT SIGN			
STANDARDS	R	RA	RM, DV-3
Total Sign Count	Two per common development entrance - each situated on either side of primary vehicular entrance.	Two per common development entrance - each situated on either side of primary vehicular entrance.	Two per common development entrance situated on either side of primary vehicular entrance; one sign per secondary vehicular entrance not greater than 40% of the allowable dimensions of a primary entrance sign.
Sign Area (each sign) <b>A</b>	32 sq. ft. Max. (excluding base)		
Height above ground level (including base) <b>B</b>	8 ft. Max.		
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.		
Sign Base Materials	Brick or natural stone		
Illumination Type	Indirect; shadow/halo		
Setback from R.O.W. <b>C</b>	5 ft. Min.		

what about routed and push thru lettering? Can be done to look like shadow/halo for smaller letter sizes which will be often be used on signs of this size.

**(b) BUILDING ENTRANCE WALL SIGN**

STANDARDS	R	RA	RM, DV-3
Count	None Permitted	None Permitted	1 per building entrance
Area			4 sq. ft. Max
Total Height (above grade)			6 ft. Max
Sign Face Materials			Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Illumination Type			Indirect; shadow/halo

## Sec. 20-23 Sign Standards: Residential Districts (R, RA, RM, DV-3 Districts)

(c) LIMITED DURATION SIGNS			
STANDARDS	R	RA	RM, DV-3
YARD SIGN – SMALL			
Total Sign Count	2	1 per building; no more than a total of 5 signs per property	
Total Sign Area Per Lot	30 sq. ft. Max.	40 sq. ft. Max.	
Total Area Per Sign	6 sq. ft. Max.		
Height (above grade)	3 ft. Max.		
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood sign material		
Illumination Type	Not Permitted		
Setback from R.O.W.	3 ft. Min.		
YARD SIGN – LARGE			
Location	Street yard	Within 100 ft. of primary vehicular entrance	
Total Sign Area	6 sq. ft. Max	12 sq. ft. Max	
Height (above grade)	3 ft. Max. if metal stake mounted; 6 ft. Max. if pole mounted		
Materials (sign and supports)	Metal or wood supports; vinyl, metal, or painted wood face		
Illumination Type	Not Permitted		
Setback from R.O.W.	5 ft. Min		
ENTRANCE WALL BANNER (affixed to entrance wall only - freestanding banners not permitted)			
Location	Main common development entrance only (not on individual residences)		
Total Sign Area	30 sq. ft. Max		
Height (above grade)	Not higher than entrance wall		
Materials (sign and supports)	Affixed to wall; freestanding with metal or wood supports		
Illumination Type	Not Permitted		
Setback from R.O.W.	Same as entrance wall		
Duration	Permitted for a duration no longer than 4 months total each calendar year		



## Chapter 20. Signs

## Sec. 20-24 Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

## Sec. 20-24. Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

Where a single building is located on a property, a property owner may choose from any two different permanent sign types listed below. Where multiple buildings are located on a property as part of a common development, a property owner may choose one building mounted sign per building and one ground mounted sign per vehicular entrance.

## (a) MONUMENT SIGN - SINGLE PANEL



STANDARDS	O-I	O-I-T	O-D	OCR
Count	1, or 1 per frontage if located on a corner lot up to a maximum of 2			
Sign Area <b>A</b>	32 sq. ft. Max. (major frontage); 24 sq. ft. Max. (minor frontage)			
Total Sign Height (above ground level) (including base) <b>B</b>	8 ft. Max.			
Sign Face Materials	Wood carved and painted; carved stone; metal with raised letters or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted.			
Sign Base Materials	Brick or natural stone base; or synthetic materials that are crafted specifically to look like one of these materials are permitted.			
EMC	Not Permitted			
Lighting	Indirect shadow/halo <b>C</b> Direct Lighting - Routed & Push Thru?			
Setback from R.O.W.	5 ft. Min.			

Could this shadow/halo lighting effect be achieved with routed and pushed thru acrylic lettering that has an opaque face? The technique I describe appears to achieve the aesthetic vision of the ordinance, but does not appear to be allowed because it requires direct lighting. There are multiple methods/materials/lighting techniques to achieve a shadow/halo lighting effect, but the allowed lighting methods in this draft appear as though they would only allow letters on standoffs (as described in the shadow/halo definition) which are often impractical for smaller letters that can be used on signs of this size.



## Chapter 20. Signs

## Sec. 20-24 Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

## (b) MONUMENT - MULTIPLE PANELS



STANDARDS	O-I	O-I-T	O-D	OCR
Count	1 per common development			
Total Sign Area <b>A</b>	6 sq. ft. Max. (Major frontage); 28 sq. ft. Max. (Minor frontage)	36 sq. ft. Max. (Major frontage); 28 sq. ft. Max. (Minor frontage)	42 sq. ft. Max. (Major frontage); 32 sq. ft. Max. (Minor frontage)	36 sq. ft. Max. (Major frontage); 28 sq. ft. Max. (Minor frontage)
Total Sign Height (above ground level) (including base) <b>B</b>	8 ft. Max			
Sign Face Materials	Wood carved and painted, carved stone, metal with raised letters or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted. <i>Routed &amp; Push Thru?</i>			
Sign Base Materials	Brick or natural stone base; or synthetic materials that are crafted specifically to look like one of these materials are permitted.			
Illumination Types	Indirect, shadow/halo		Direct Lighting - Routed & Push Thru? What about acrylic sign panels with opaque vinyl overlay where only the letters/graphics illuminate?	
Setback from R.O.W. <b>C</b>	5 ft. Min.			

same comment as previous page.

## Chapter 20. Signs

## Sec. 20-24 Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

(c) WALL SIGN



STANDARDS	O-I	O-I-T	O-D	OCR
Total Sign Area <b>A</b>	Width of ground floor façade on which wall sign affixed: = 0-100 ft, then max. total wall sign area is 15% of total area of ground floor front elevation (15% of each storefront elevation for a common development with multiple tenants); = 101-300 ft., then max. total wall sign area is 20% of total area of ground floor front elevation (20% of each storefront elevation for a common development with multiple tenants); = 300 ft. or greater, then max. total wall sign area is 25% of total area of ground floor front elevation (25% of each storefront elevation for a common development with multiple tenants); + one wall sign on each side elevation facing a public right-of-way up to 15% of total side elevation area.			
Materials	Mounted on a raceway; painted directly on wall; supports and wiring components concealed from public view; <b>routed push-through displays are permitted.</b>			
Illumination Types	Indirect, shadow/halo	Direct Lighting - Routed & Push Thru? <div>If routed and push thru are allowed need to allow "Direct Lighting" also</div>		
Height Above Grade	Min. 9 ft.; Max. 16 ft.			
Location and Setbacks	Flush with front corner or front side corner wall not protruding more than 12 inches from wall	Flush with wall not protruding more than 24 inches from wall		

If routed and push thru are allowed, then need to allow "Direct Lighting" also.

## Chapter 20. Signs

## Sec. 20-24 Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

**(d) PROJECTING OR BLADE SIGN**

STANDARDS	O-I	O-I-T	O-D	OCR
Count	1 per main pedestrian entrance to each tenant suite if have exterior entrances or to the building if not			
Sign Face Area (each face) <b>A</b>	8 sq. ft Max.			
Location (height above grade) <b>B</b>	8 ft. Min.			
Extension beyond building façade	4 ft. Max.			
Angle at façade	90 degrees			
Materials	Wood or metal sign face, metal fastening to structure <i>routed and push thru?</i>			
Illumination Types	Indirect; direct; shadow/halo			

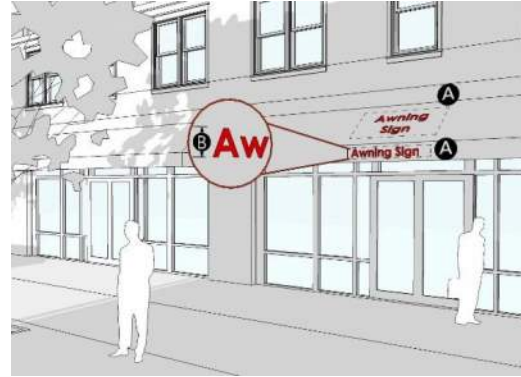


**(e) CANOPY SIGN AND AWNING SIGN**

CANOPY SIGN



AWNING SIGN

**CANOPY SIGNS**

STANDARDS	O-I	O-I-T	O-D	OCR
Count	1 per main pedestrian entrance to each tenant suite if have exterior entrances or to the building if not			
Location	Affixed above at 90-degree angle to top of canopy			
Sign Face / Lettering Area <b>A</b>	1 sq. ft. per linear foot of building frontage Max.			
Illumination Types	Indirect    Direct Lighting - Freestanding Letters on canopy?			

**AWNING SIGNS**

STANDARDS	O-I	O-I-T	O-D	OCR
Count	1 per main pedestrian entrance to each tenant suite if have exterior entrances or to the building if not			
Sign Face Area (% of awning) <b>A</b>	75% of valance area Max.; 25% sloping portion area Max.			
Materials	Metal supports; vinyl or fabric face			
Illumination Types	Indirect			
Lettering <b>B</b>	Lettering may not extend beyond the awning and a single row of lettering may not cover both the valance and sloping portion			



## Chapter 20. Signs

## Sec. 20-24 Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

## (f) WAYFINDING SIGN



STANDARDS	O-I	O-I-T	O-D	OCR
Count	Max. 2 per curb cut			
Sign Face Area <b>A</b>	6 sq. ft. Max.			
Supports	Shall be monument style on base of same material as sign			
Illumination Types	Direct; indirect; shadow/halo			

Recommend allowing internal box lighting - lettering on signs this small will generally be too small for the types of lettering which correspond with the allowed illumination types. If the intent is to avoid glowing rectangles of light, then limit the lighting to the graphics only (background behind the lettering/graphics to be opaque/not lighted)


## (g) PAINTED MURAL SIGN



STANDARDS	O-I	O-I-T	O-D	OCR
Location and Size	On side façade only not larger than 1/8 of the total façade wall area not including the area of glazing			
Illumination	Indirect			

## Chapter 20. Signs

## Sec. 20-24 Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

(h) Freestanding Hanging Sign				
				
STANDARDS	O-I	O-I-T	O-D	OCR
Height and Material	Sign face shall be hanging from wood or metal supports no taller than 5 feet; sign face shall be wood or metal.			
Sign Face Area	8 sq. ft. Max.			
Location	No less than 20 feet from the building pedestrian entrance; not less than 5 feet from the R.O.W.			

(i) LIMITED DURATION SIGNS				
(Chose two of any different limited duration signs below at any given time)				
STANDARDS	O-I	O-I-T	O-D	OCR
PATIO UMBRELLA SIGN				
Location	Outdoor dining area and patio area only			
Logo Area	Max. 20% of total umbrella area; every other panel left blank			
Materials	Embroidered or imprinted on canvas or umbrella			
Illumination	Not Permitted			
Duration	During business hours only; umbrellas shall be closed after business hours			
YARD SIGN – SMALL				
Total Area Per Sign	6 sq. ft. Max.			
Height (above grade)	3 ft. Max.			
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face			
Illumination Types	Not Permitted			
Setback from R.O.W.	3 ft. Min.			
YARD SIGN – LARGE				
Total Area Per Sign	12 sq. ft. Max.			
Height (above grade)	6 ft. Max.			

## Chapter 20. Signs

## Sec. 20-24 Sign Standards: Office Districts (O-I, O-I-T, O-D, OCR)

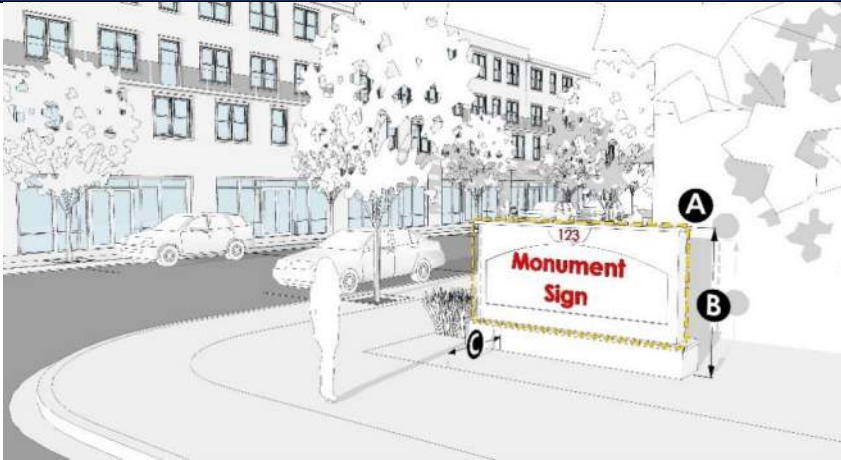
Materials (sign and supports)	Metal or wood supports; vinyl, metal, or painted wood face
Illumination Types	Not Permitted
Setback from R.O.W.	5 ft. Min.
<b>TEMPORARY BANNER SIGN</b>	
Count	If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, wall or ground mounted, then up to one per property or two per common development
Materials	Cloth or vinyl
Total Area Per Sign	36 sq. ft. Max.
Duration	14-day permit up to 6 times per year

## Chapter 20. Signs

**Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)****Sec. 20-25. Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)**

Where a single building is located on a property, a property owner may choose from any two different permanent sign types listed below. Where multiple buildings are located on a property as part of a common development, a property owner may choose one building mounted sign per building and one ground mounted sign per vehicular entrance.

The sign regulations applicable to the C-1 district shall apply to all signage within Dunwoody Village (DV-1, DV-2 and DV-4 districts); provided, however, that no monument sign shall be located in any street yard of any property within any of the DV-1, DV-2 and DV-4 districts where the building is located closer than 20 feet to the lot line.

<b>(a) MONUMENT - SINGLE PANEL</b>				
				
STANDARD	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Count (per frontage) (Maximum of 2)	1			
Sign Area <b>A</b>	32 sq. ft. Max. (Major frontage); 18 sq. ft. Max. (Minor frontage)			32 sq. ft. Max. (Major frontage); 24 sq. ft. Max. (Minor frontage)
Total Sign Height (above ground level) (including base) <b>B</b>	6 ft Max.			8 ft. Max.
Sign Face Materials <b>C</b>	Wood carved and painted; carved stone; metal with raised letters or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted. <b>Routed &amp; Push Thru?</b>			
Sign Base Materials	Brick or natural stone base, or synthetic materials that are crafted specifically to look like one of these materials are permitted.			
EMC	Not Permitted			
Lighting	Indirect; direct; shadow/halo			
Setback from R.O.W.	5 ft. Min.			

## Chapter 20. Signs

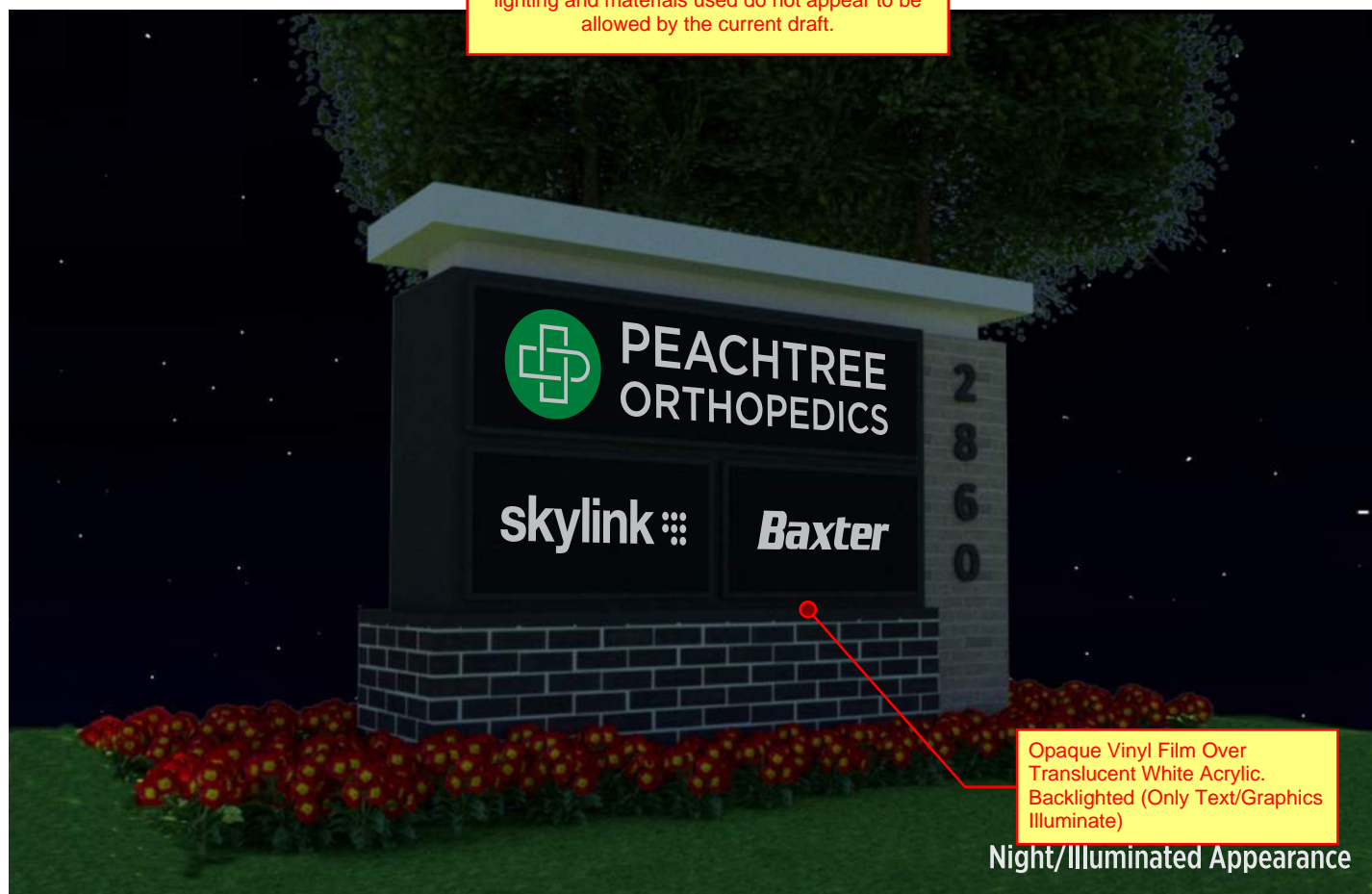
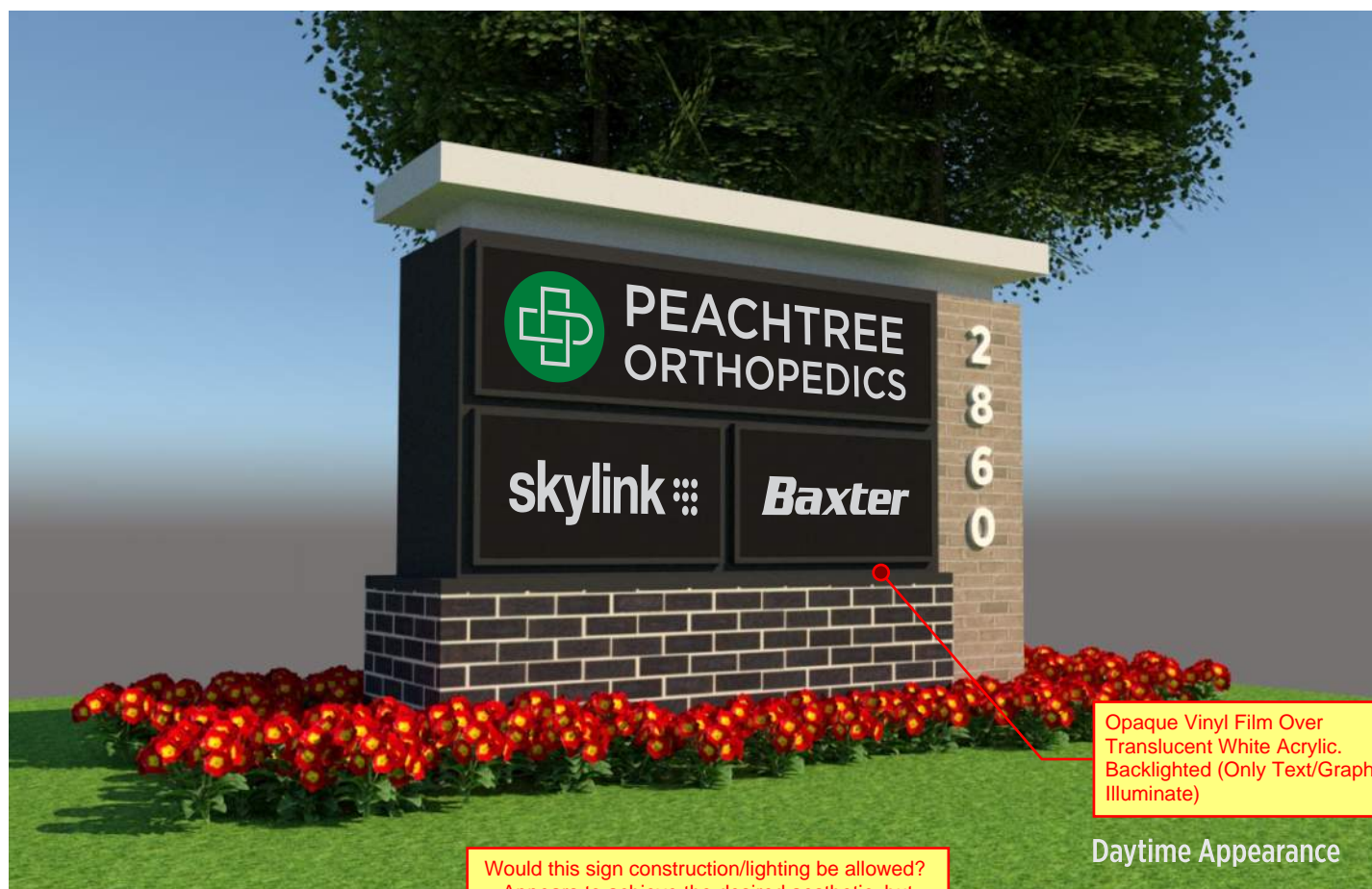
## Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)

## (b) MONUMENT - MULTIPLE PANELS



STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Count	1 per frontage; maximum of 2 per common development			
Sign Area <b>A</b>	36 sq. ft. Max. (Major frontage); 28 sq. ft. Max. (Minor frontage)			42 sq. ft. Max. (Major frontage); 32 sq. ft. Max. (Minor frontage)
Total Sign Height (above ground level) (including base) <b>B</b>	6 ft. Max.			
Sign Face Materials	Wood carved and painted, carved stone, metal with raised letters or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted. <b>Routed &amp; Push Thru Graphics???</b>			
Sign Base Materials	Brick or natural stone base; or synthetic materials that are crafted specifically to look like one of these materials are permitted.			
Illumination Types	Indirect, Direct, shadow/halo		<div>What about acrylic sign panels with opaque vinyl overlay where only the letters/graphics illuminate? (see attached for example)</div>	
Setback from R.O.W. <b>C</b>	6 ft. Min.			





Monument Sign Multiple Panels (Commercial District)

## Chapter 20. Signs

## Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)

## (c) WALL SIGN



STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Total Sign Area <b>A</b>	Width of ground floor façade on which wall sign affixed: = 0-100 ft, then max. total wall sign area is 15% of total area of ground floor front elevation (15% of each storefront elevation for retail center); = 101-300 ft., then max. total wall sign area is 20% of total area of ground floor front elevation (20% of each storefront elevation for retail center); = 300 ft. or greater, then max. total wall sign area is 25% of total area of ground floor front elevation (25% of each storefront elevation for retail center); + one wall sign on each side elevation facing a public right-of-way up to 15% of total side elevation area			
Materials	Mounted on a raceway; painted directly on wall; supports and wiring components concealed from public view - routed push-through displays are permitted.			
Illumination Types	Indirect, shadow/halo	Direct Lighting - Routed & Push Thru?	Routed & Push Thru requires Direct Lighting Also Be Allowed.	
Height Above Grade	Min. 9 ft.; Max. 16 ft.			
Location and Setbacks	Flush with wall not protruding more than 24 inches from wall			

## Chapter 20. Signs

## Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)

## (d) PROJECTING OR BLADE SIGN



STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Count (per entrance)	1			
Sign Face Area (each sign face) <b>A</b>	8 sq. ft. Max.			
Location (height above grade) <b>B</b>	8 ft. Min.			
Extension beyond building façade	4 ft. Max.			
Angle at façade	90 degrees			
Materials	Wood or metal sign face, metal fastening to structure <span style="color: red;">Routed &amp; Push Thru?</span>			
Illumination Types	Indirect; direct; shadow/halo			



## Chapter 20. Signs

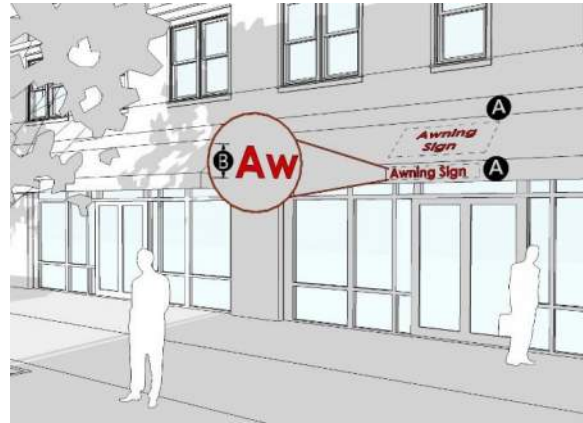
## Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)

**(e) CANOPY SIGN AND AWNING SIGN**

CANOPY SIGN



AWNING SIGN

**CANOPY SIGN**

STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Count	1 per tenant suite with exterior pedestrian entrance			
Location	Affixed above canopy			
Sign Face / Lettering Area <b>A</b>	1 sq. ft. per linear foot of building frontage Max.			
Illumination Types	Indirect    Direct Lighting - Freestanding Letters on canopy?			

**AWNING SIGN**

STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Count	1 per tenant suite with exterior pedestrian entrance			
Sign Face Area (% of awning) <b>A</b>	75% valance area Max.; 25% sloping portion area Max.			
Materials	Metal supports; vinyl face			
Illumination Types	Indirect			
Lettering <b>B</b>	Lettering may not extend beyond the awning and a single row of lettering may not cover both the valance and sloping portion			



## Chapter 20. Signs

## Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)

## (f) WINDOW SIGN



STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Area	<b>A</b> 30% Window Coverage Max. (% of total front façade glazing within five feet of either side of main tenant suite pedestrian entrance or main building entrance) (no neon, flashing, blinking, digital, video or scrolling signs) (no greater than 10% tinting)			

## (g) WAYFINDING SIGN



STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Count	2 per curb cut Max.			
Sign Face Area	<b>A</b> 6 sq. ft. Max.			
Supports	Shall be monument style on base of same material as sign			
Illumination Types	Direct; indirect; shadow/halo			

Recommend allowing internal box lighting - lettering on signs this small will generally be too small for the types of lettering which correspond with the allowed illumination types. If the intent is to avoid glowing rectangles of light, then limit the lighting to the graphics only (background behind the lettering/graphics to be opaque/not lighted)



## Chapter 20. Signs

## Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)

**(h) PAINTED MURAL SIGN**

STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Location and Size	On side façade only, and shall not be larger than 1/8 of the wall area			
Illumination	Indirect			

**(i) FREESTANDING HANGING SIGN**

STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2 / M
Height and Material	Sign face shall be hanging from wood or metal supports no taller than 5 feet; sign face shall be wood or metal.			
Sign Face Area	8 sq. ft. Max.			
Location	No less than 20 feet from the building entrance			

## Chapter 20. Signs

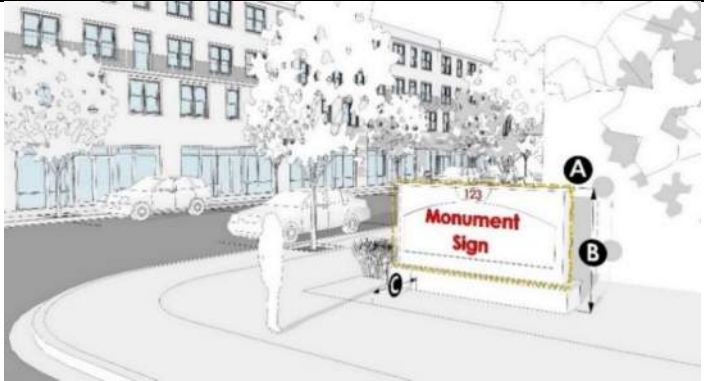
## Sec. 20-25 Commercial and Industrial Districts (NS, C-1, CR-1, C-2, M, DV-1, DV-2, DV-4)

(j) LIMITED DURATION SIGNS				
(Chose two of any different limited duration signs below at any given time)				
STANDARDS	NS	C-1, DV-1, DV-2, DV-4	CR-1	C-2/M
PATIO UMBRELLA SIGN				
Location	Outdoor dining area and patio area only			
Logo Area	Max. 20% of total umbrella area; every other panel blank			
Materials	Embroidered or imprinted on canvas or umbrella			
Illumination	Not Permitted			
Duration	During business hours only – umbrellas shall be closed after business hours			
SANDWICH BOARD SIGN (1 permitted per tenant suite with exterior pedestrian entrance)				
Sign Face Area (each of two sides)	6 sq. ft. Max.	Not Permitted	Not Permitted	
Location	Permitted where buildings are located on public sidewalks only; must be located within 3 ft of the main entrance			
Board Width	24 inches Max.			
Board Height	36 inches Max.			
Materials	Wood			
Illumination Types	Not Permitted			
Duration (hours per day)	12 Max.			
YARD SIGN – SMALL				
Total Area Per Sign	6 sq. ft. Max.			
Height (above grade)	3 ft. Max.			
Materials (sign and supports)	Metal or wood supports; vinyl, plastic, metal, wood face			
Illumination Types	Not Permitted			
Setback from R.O.W.	3 ft. Min.			
YARD SIGN – LARGE				
Total Area Per Sign	12 sq. ft. Max.			
Height (above grade)	6 ft. Max.			
Materials (sign and supports)	Metal or wood supports; vinyl, metal, or painted wood face			
Illumination Types	Not Permitted			
Setback from R.O.W.	5 ft. Min.			
TEMPORARY BANNER SIGN				
Count	If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, wall or ground mounted, then up to one per property or two per common development			
Materials	Cloth or vinyl			
Total Area Per Sign	36 sq. ft. Max.			
Duration	14-day permit up to 6 times per year			

## Sec. 20-26 Perimeter Center – Primary Sign Types

### Sec. 20-26. Perimeter Center – Primary Sign Types

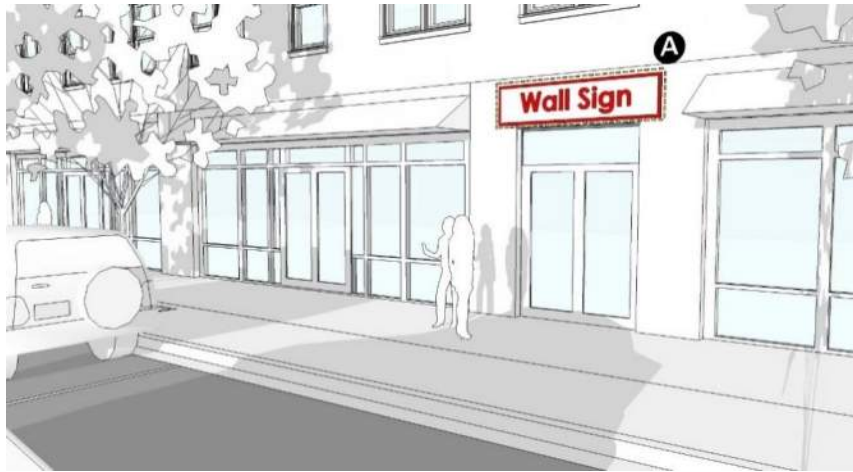
Within the Perimeter Center, the sign types below are categorized as primary sign types or secondary sign types. Each property shall be permitted to choose from two primary sign types. Properties may also install the number of permitted secondary sign types as permitted for each sign type per the listed “count” within each table.

(a) MONUMENT SIGN	
	
STANDARDS	Perimeter Center
Count	2 per major vehicular entrance up to a maximum of 10 per common development; or one boulevard panel sign per boulevard entrance up to a maximum of five per common development
Location	Street yard(s) only
Sign Face Area	<b>A</b> 36 sq. ft. Max. (single-panel); 64 sq. ft. Max. (multi-panel)
Total Sign Height Above Ground Level (including base)	<b>B</b> 6 ft. Max. (single-panel); 10 ft. Max. (multi-panel); 4 ft. Max. (boulevard single-panel); 8 ft. Max. (boulevard multi-panel)
Sign Face Materials	Wood carved and painted; carved stone; metal; glass with raised or applied vinyl letters; or synthetic materials that are crafted specifically to look like one of these materials are permitted. <span style="background-color: yellow; border: 1px solid red; padding: 2px;">routed and push thru graphics???</span>
Sign Base Materials	Brick; natural stone; stucco; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Height	1 ft. min. / 3 ft. Max.
Illumination Types	Indirect; direct; shadow/halo
Setback from R.O.W.	<b>C</b> 5 feet
EMC	Maximum of 40% of total sign face area may be EMC on up to four total monument signs; EMC prohibited on all others



## Sec. 20-26 Perimeter Center – Primary Sign Types

(b) WALL SIGN



STANDARDS	Perimeter Center
<b>Total Wall Sign Allowance</b>  <b>A</b>	<p>Width of façade on which wall sign affixed:</p> <ul style="list-style-type: none"> <li>➤ = 0-100 ft, then max. total wall sign area is 15% of total area of ground floor front elevation (15% of each storefront elevation for retail center);</li> <li>➤ = 101-300 ft., then max. total wall sign area is 20% of total area of ground floor front elevation (20% of each storefront elevation for retail center);</li> <li>➤ = 300 ft. or greater, then max. total wall sign area is 25% of total area of ground floor front elevation (25% of each storefront elevation for retail center); + one wall sign on each side elevation facing a public right-of-way up to 15% of total side elevation area.</li> </ul> <p>High rise construction, buildings over 75 feet:</p> <ul style="list-style-type: none"> <li>➤ For every 1 foot of building height, 1.5 square feet of sign area is permitted on the parapet to be located on the upper portion of the building, which will be considered the top 25% of the building's height. Two signs shall be permitted on the two most prominent building elevations.</li> </ul>
<b>Materials</b>	Mounted on a raceway; raised letters affixed directly on wall; supports and wiring components concealed from public view - routed push-through displays are permitted.
<b>Illumination Types</b>	Indirect; direct; shadow/halo (See Sec. 20-62)
<b>Height of Sign</b>	Min. 9 ft.; Max. 24 ft.
<b>Location and Setbacks</b>	Flush with wall not protruding more than 24 inches from wall on which it is affixed

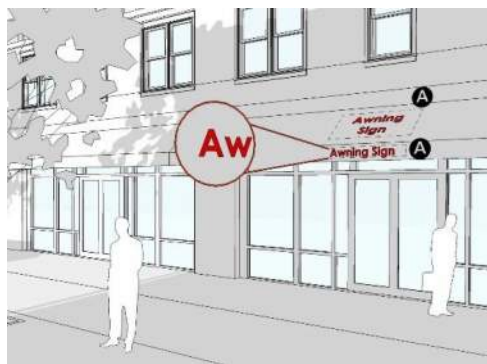
## Sec. 20-26 Perimeter Center – Primary Sign Types

## (c) AWNING AND CANOPY SIGN

CANOPY SIGN



AWNING SIGN



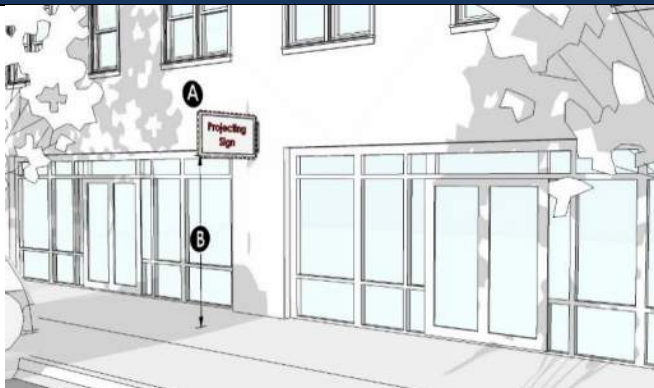
## CANOPY SIGN

STANDARDS	Perimeter Center
Count (per building)	1 per storefront
Location	Affixed above canopy; front face of canopy
Sign Area Dimensions <b>A</b>	50% of total area of front face of canopy Max.
Illumination Types	Indirect; direct
AWNING SIGN	
Count (per building)	1 per storefront
Sign Face Area (% of awning) <b>A</b>	50% valance area Max.; 25% sloping portion area Max.
Materials	Metal supports; cloth or vinyl face
Illumination Types	Indirect, direct



## Sec. 20-26 Perimeter Center – Primary Sign Types

## (d) PROJECTING/BLADE SIGNS



STANDARDS	Perimeter Center
Count (per building)	1 per storefront
Sign Face Area (Max each of two sides)	12 sq. ft.
Location (Min. Height above grade)	9 ft.
Extension beyond building façade	3 ft. Max.
Angle at façade (degrees)	90
Sign Face Area (Max each of two sides)	12 sq. ft.
Materials	Wood; metal <i>routed and push thru acrylic?</i>
EMC	Not Permitted
Illumination Types	Indirect; direct

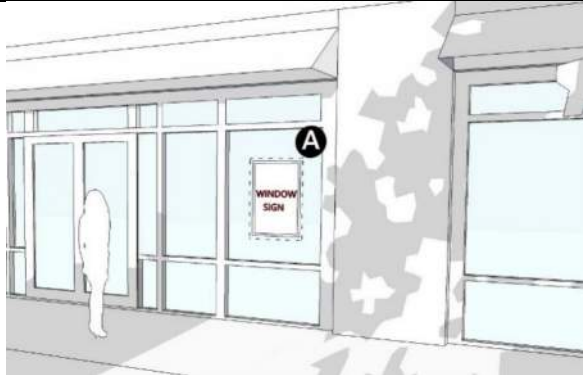



## Chapter 20. Signs

## Sec. 20-27 Perimeter Center – Secondary Sign Types

## Sec. 20-27. Perimeter Center – Secondary Sign Types

Within the Perimeter Center, the sign types below are categorized as secondary sign types. Each property shall be permitted to choose from two secondary sign types. Properties may also install the number of permitted secondary sign types as permitted for each sign type per the listed “count” within each table.

(a) WINDOW SIGN	
	
STANDARDS	Perimeter Center
Window Coverage (% of total front façade glazing within 5 feet of main store/building entrance) (no neon, flashing, blinking, digital, video or scrolling signs) (no greater than 10% tinting) <b>A</b>	30% Max.

(b) PAINTED MURAL SIGN	
	
STANDARDS	Perimeter Center
Location and Size	On side façade only, and shall not be larger than 1/8 of the wall area
Illumination	Indirect

## Sec. 20-27 Perimeter Center – Secondary Sign Types


(c) BUILDING ENTRANCE WALL SIGN



STANDARDS	Perimeter Center
Count	2 per residential multi-unit building
Area <b>A</b>	4 sq. ft. Max.
Height from Ground Level	6 ft. Max.
Sign Face Materials <b>B</b>	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
EMC	Not Permitted
Illumination Type	Indirect; shadow/halo

routed and push thru? graphics on signs of this size will likely be too small for "shadow/halo" as described by the ordinance. Routed and push thru would achieve the same look and be possible at the smaller letter sizes.

## Sec. 20-27 Perimeter Center – Secondary Sign Types

(d) ROOF SIGN	
	
STANDARDS	Perimeter Center
Count	2 per common development
Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Face Area	<b>A</b> 80 sq. ft. Max., scale to building size
Supports	Any so long as not visible from ground view.
EMC	Not Permitted
Illumination Types	Indirect; Direct; Individual Bulb Lighting; Shadow/Halo
Setback (from edge of roof)	5 ft. Max.
Height (above roof)	10 ft. Max.
Roof Types	Roof signs are not permitted on pitched roofs, hip roofs, or gambrel roofs.

## Chapter 20. Signs

## Sec. 20-27 Perimeter Center – Secondary Sign Types

**(e) WAYFINDING SIGN**

STANDARDS	Perimeter Center
Count	2 per curb cut Max.
Sign Face Area <b>A</b>	6 sq. ft. Max.
Supports	Shall be monument style on base of same material as sign
Illumination Types	direct; indirect; shadow/halo
EMC	50% of total sign face area may be EMC Max.
Height (above grade)	4 ft. Max.

Recommend allowing internal box lighting - lettering on signs this small will generally be too small for the types of lettering which correspond with the allowed illumination types. If the intent is to avoid glowing rectangles of light, then limit the lighting to the graphics only (background behind the lettering/graphics to be opaque/not lighted)

**(f) Freestanding Entrance Sign**

STANDARDS	Perimeter Center
Height and Material	Sign face shall be hanging from wood or metal supports no taller than 5 feet; sign face shall be wood or metal.
Sign Face Area (each sign face)	8 sq. ft. Max.
Location	No less than 20 feet from the building entrance



## Sec. 20-27 Perimeter Center – Secondary Sign Types

<b>(g) LIMITED DURATION SIGNS</b>	
(Choose two of any different limited duration signs below at any given time)	
STANDARDS	PERIMETER CENTER
<b>PATIO UMBRELLA SIGNS</b>	
Location	Outdoor dining area of patio area only
Logo Area	Max. 20% of total umbrella area; every other panel blank
Materials	Embroidered or imprinted on canvas or umbrella
Illumination	Not Permitted
Duration	During business hours only
<b>YARD SIGN – SMALL</b>	
Total Area Per Sign	6 sq. ft. Max.
Height (above grade)	3 ft. Max.
Materials (sign and supports)	Metal or wood supports; metal or wood face
Illumination Types	Not Permitted
Setback from R.O.W.	5 ft. Min.
<b>YARD SIGN – LARGE</b>	
Total Area Per Sign	12 sq. ft. Max.
Height (above grade)	6 ft. Max.
Materials (sign and supports)	Metal or wood supports; vinyl, metal or painted wood face
Illumination Types	Not Permitted
Setback from R.O.W.	5 ft. Min
<b>TEMPORARY BANNER SIGN</b>	
Count	If attached to the building, then 1 per tenant suite with exterior pedestrian entrance; if attached to a fence, wall or ground mounted, then up to one per property or two per common development
Materials	Cloth or vinyl
Total Area Per Sign	36 sq. ft. Max.
Duration	14-day permit up to 6 times per year
<b>SANDWICH BOARD SIGN (1 permitted per storefront)</b>	
Location	Within 10 feet of primary entrance not blocking sidewalk
Sign Face Area (each of two sign faces)	6 sq. ft. Max.
Board Width (inches)	24 inches Max.
Board Height	36 inches Max.
Materials	Wood; Metal
Illumination	Not Permitted
Duration (hours per day)	12 Max.
<b>PORTABLE TEMPORARY ELECTRONIC SIGN</b>	
Duration	May not exceed 30 days per calendar year
Size	No larger than 70 x 100 inches

## Sec. 20-28. Quasi-Public/Institutional Uses

The following sign types below shall be permitted for properties containing a quasi-public/institutional use (as defined in Sec. 27-113) irrespective of whether the sign type is permitted in the applicable district. Each property shall be entitled to the following signs subject to the following standards:

(a) SIGNS SPECIFIC TO QUASI-PUBLIC/INSTITUTIONAL USES	
STANDARDS	Any Quasi-Public/Institutional Use in any District
BUILDING ENTRANCE SIGN	
Count	1 per building entrance
Area	4 sq. ft. Max.
Height from Ground Level	6 ft. Max.
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
EMC	Not permitted
Illumination Type	Indirect; shadow/halo
MONUMENT SIGN (SINGLE PANEL)	
Count	1 per major vehicular entrance up to a maximum of two
Location	Street yard(s) only
Sign Face Area (each sign face)	36 sq. ft. Max.
Total Sign Height Above Ground Level (including base)	6 sq. ft. Max.
Sign Face Materials	Wood carved and painted; carved stone, metal with raised or applied vinyl letters; glass; or synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Materials	Brick; natural stone; stucco; synthetic materials that are crafted specifically to look like one of these materials are permitted.
Sign Base Height	1 ft. min. / 3 ft. Max.
Illumination Types	Indirect; direct; shadow/halo
Setback from R.O.W.	5 feet
EMC	Maximum of 40% of total sign face area may be EMC. No manual changeable copy allowed if sign includes an EMC.
Manual Changeable Copy	Maximum of 40% of total sign face area may be manual changeable copy. No EMC allowed if sign includes manual changeable copy.

## Chapter 20. Signs

## Sec. 20-28 Quasi-Public/Institutional Uses

	WAYFINDING SIGN
Count	2 per curb cut Max.
Sign Face Area	6 sq. ft. Max.
Supports	Shall be monument style on base of same material as sign
Illumination Types	direct; indirect; shadow/halo
EMC	Not permitted
Height (above grade)	4 ft. Max.

## ARTICLE VI. - NONCONFORMITIES

### Sec. 20-29. Use and Maintenance of Nonconforming Signs

Subject to the restrictions of this chapter, a nonconforming sign may be used, but not expanded or improved unless the sign is made conforming. All nonconforming signs shall be maintained in good condition and repair and may be subject to removal for violations of maintenance standards.

### Sec. 20-30. Repair and Replacement of Nonconforming Signs; Exceptions

Minor repairs and maintenance of nonconforming signs shall be permitted. Structural repairs or changes in the size or shape of a nonconforming sign shall be permitted if the changes do not expand the nonconforming nature of the sign. A nonconforming sign shall not be replaced by another nonconforming sign. *Exceptions:* (i) the substitution or interchange of sign panels, painted boards, or dismountable material on nonconforming signs shall be permitted; (ii) the substitution or interchange of sign lighting types on nonconforming signs shall be permitted; (ii) the substitution, interchange, or replacement of sign base and/or surround materials on nonconforming signs shall be permitted; (iv) 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 or replaced if the repairs do not exceed 50 percent of total replacement cost.

### Sec. 20-31. Relocation of Nonconforming Signs

A nonconforming sign may be relocated for the purposes of road or sidewalk construction, purchases of right-of-way, or other public works or transportation project initiated by the City or other public agency.

**ARTICLE VII. - ADMINISTRATIVE PROCEDURES SPECIFIC TO SIGNS****Sec. 20-32. Master Sign Plan Required**

A master sign plan shall be reviewed by the Community Development Director for compliance with this Chapter 20 for all new multi-tenant developments and in any existing development over 20 acres where total sign area is increasing, or any sign location is changing. Sign face changes shall not require the submission of a master sign plan. All master sign plans shall contain the following:

- (1) A site plan showing the location of buildings, parking lots, driveways and landscaped areas, and the location, size, area and height of all proposed business, identification, and traffic directional signs (and existing to remain signs).
- (2) Computation of the maximum total sign area allowed and requested, the maximum area allowed and requested for each individual sign, the conceptual approach proposed for window signage.
- (3) A description of how the applicant will achieve visual consistency among all signs, which may be in narrative or graphic depiction, regarding color scheme, lettering or graphic style; lighting; location of each sign on the site and on buildings; material; and support structures.

**Sec. 20-33. Master Sign Plan Modifications**

- (1) Minor modifications to an approved master sign plan shall be submitted in writing for review and decision by the Community Development Director:
  - a. The change does not increase the sign area of the subject property approved in the original master sign plan.
  - b. The change maintains visual harmony with those elements specifically identified in the original master sign plan as integral to the design theme of the subject property (for example: location(s), color(s), material(s), or type(s)).
- (2) The decision of the Community Development Director in approving or denying a master sign plan may be appealed as set forth herein below.
- (3) Major modifications to an approved master sign plan shall be reviewed and decided by the zoning board of appeals.



**Sec. 20-34. Variances**

An application for a variance from the strict application of the provisions of this chapter may be initiated by application to the zoning board of appeals on the form provided by the community development department. In addition to the factors for consideration for variances in Sec. 16-141, variances from the regulations of this chapter shall be limited to the following hardship situations:

- (1) Where the proximity of existing signs on adjoining lots causes the subject property to be ineligible, due to spacing requirements, for a sign of the type sought; or
- (2) Where visibility of a conforming sign from the proposed street and within 50 feet of the proposed sign would be substantially impaired by existing trees, plants, natural features, signs, buildings, or structures on a different lot; and
  - a. Placement of the sign elsewhere on the lot would not remedy the visual obstruction;
  - b. Such visibility obstruction was not created by the owner of the subject property; and
  - c. The variance proposed would not create a safety hazard to vehicular traffic or pedestrians.
- (3) Variances shall be limited to the minimum relief necessary to overcome the hardship. No variances shall be granted to allow a greater number of signs than would be allowed if the hardship did not exist.
- (4) The staff or community development department shall conduct a site inspection of and shall prepare an analysis of each application for variance applying the criteria and standards set forth in this section.
- (5) Relief from the application of the provisions of this chapter by use of variances granted by the board shall be granted only upon a finding of hardship as previously defined. Hearing on such variances shall be noticed and a final decision rendered by the board using the same time frames and notice requirements as for appeals under this chapter.
- (6) In the event of dissatisfaction with the decision of the zoning board of appeals, a person may petition for a writ of certiorari to the Superior Court of DeKalb County as provided by law.

**Sec. 20-35. Emergency Sign Provisions for Temporary Signage**

In the instance that the federal, state, or City government declares a state of emergency, the Mayor and City Council may pass a temporary decree (for the duration of the state of emergency) which explicitly specifies relaxed regulations for temporary signage to permit better communication for the duration of the emergency.

**Sec. 20-36. Appeals**

Decisions and determinations made pursuant to this Chapter 20 may be appealed to the zoning board of appeals pursuant to Ch. 27, Div. 8.

**Sec. 20-37. Violations and Penalties**

The Community Development 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 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.

**Sec. 20-37 Violations and Penalties**

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- a. The Community Development Director and/or his/her designee shall have the same duties, authority, and obligations regarding access to private property and inspections, including the procurement of inspection warrants provided in article VI of the City zoning ordinance with regard to the enforcement of this chapter.
- b. 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. 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 this Code.
- c. 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.
- d. The Community Development 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. 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.

**Paul Leonhardt**

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**From:** Brown, Carrie <Carrie.Brown@am.jll.com>  
**Sent:** Tuesday, May 4, 2021 12:03 PM  
**To:** Paul Leonhardt; Allegra DeNooyer  
**Subject:** Re: Ashford Lane Signage Lighting  
**Attachments:** Ashford Lane.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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Thank you for letting me send, Paul. Please see attached.

I also included conceptual renderings of the entire development to show that the proposed signage cosmetic upgrades are part of a larger repositioning vision that the owners have.

**Carrie W. Brown**

direct +1 404 995 2187  
 mobile +1 404 403 6402

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**From:** Paul Leonhardt <Paul.Leonhardt@dunwoodyga.gov>  
**Date:** Monday, May 3, 2021 at 2:45 PM  
**To:** "Brown, Carrie" <Carrie.Brown@am.jll.com>, Allegra DeNooyer <Allegra.DeNooyer@dunwoodyga.gov>  
**Subject:** [EXTERNAL] RE: Ashford Lane Signage Lighting

Hi Carrie,

If you have the visuals with me by mid-day tomorrow, I can make it part of the package for the Planning Commission.

There will be 10 minutes of comment for and 10 minutes of comment against the new sign code – so please be prepared not to have the full minutes. It depends on the chairman to accept a more formal presentation. But from a technical standpoint, we are able to accommodate it via Zoom if you give me a heads-up. I'd also be happy to check in with him on your behalf ahead of time so you can be prepared one way or the other. Just let me know!

Best,  
 Paul

**Paul Leonhardt, AICP**  
 Planning & Zoning Manager  
 Deputy Community Development Director

**From:** Brown, Carrie [mailto:Carrie.Brown@am.jll.com]  
**Sent:** Monday, May 3, 2021 1:48 PM  
**To:** Paul Leonhardt <Paul.Leonhardt@dunwoodyga.gov>; Allegra DeNooyer <Allegra.DeNooyer@dunwoodyga.gov>  
**Subject:** Re: Ashford Lane Signage Lighting

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Yes, of course. I will send ASAP. Attendance will be via Zoom. May it include visuals? And, 10 minutes max, correct?  
Best, Carrie

**Carrie W. Brown**

direct +1 404 995 2187

mobile +1 404 403 6402

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**From:** Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>  
**Date:** Monday, May 3, 2021 at 1:45 PM  
**To:** "Brown, Carrie" <[Carrie.Brown@am.jll.com](mailto:Carrie.Brown@am.jll.com)>, Allegra DeNooyer <[Allegra.DeNooyer@dunwoodyga.gov](mailto:Allegra.DeNooyer@dunwoodyga.gov)>  
**Subject:** [EXTERNAL] RE: Ashford Lane Signage Lighting

Hi Carrie,

You can send any written comment to my email. For the meeting, you can attend either in person or via Zoom.

Best, Paul

**Paul Leonhardt, AICP**

Planning & Zoning Manager

Deputy Community Development Director

**From:** Brown, Carrie [<mailto:Carrie.Brown@am.jll.com>]  
**Sent:** Monday, May 3, 2021 1:16 PM  
**To:** Allegra DeNooyer <[Allegra.DeNooyer@dunwoodyga.gov](mailto:Allegra.DeNooyer@dunwoodyga.gov)>  
**Cc:** Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>  
**Subject:** Re: Ashford Lane Signage Lighting

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Allegra,

This sounds great, thank you for the update. A representative will plan on speaking at the May 11<sup>th</sup> Planning Commission meeting. Is an email to [publiccomment@dunwoodyga.gov](mailto:publiccomment@dunwoodyga.gov) still the proper process for that? Please advise.

Best,  
Carrie

**Carrie W. Brown**

direct +1 404 995 2187

mobile +1 404 403 6402

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**From:** Allegra DeNooyer <[Allegra.DeNooyer@dunwoodyga.gov](mailto:Allegra.DeNooyer@dunwoodyga.gov)>  
**Date:** Wednesday, April 28, 2021 at 11:23 AM  
**To:** "Brown, Carrie" <[Carrie.Brown@am.jll.com](mailto:Carrie.Brown@am.jll.com)>

**Cc:** Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>

**Subject:** [EXTERNAL] RE: Ashford Lane Signage Lighting

Hi Carrie,

Great! So you could either submit a public comment – a written statement of what you think needs to be different about the ordinance – to Paul Leonhardt, CC'd here or you could speak at the public hearing at the May 11<sup>th</sup> Planning Commission meeting or at subsequent City Council meetings. If you feel very strongly about the lighting issue, I would recommend speaking at the meeting. If you choose to speak at the meetings, public comment occurs at the end of the meeting and you can Zoom in. I believe you are limited to 10 minutes to speak, unless others have other public comments.

Please let me know if you have any other questions about the process!

Thanks,  
Allegra

**Allegra DeNooyer**  
Planning Technician

**From:** Brown, Carrie <[Carrie.Brown@am.jll.com](mailto:Carrie.Brown@am.jll.com)>

**Sent:** Wednesday, April 28, 2021 10:31 AM

**To:** Allegra DeNooyer <[Allegra.DeNooyer@dunwoodyga.gov](mailto:Allegra.DeNooyer@dunwoodyga.gov)>

**Subject:** Re: Ashford Lane Signage Lighting

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Thank you for your helpful response, Allegra. Yes, we are interested in submitting public comment and would appreciate any information you could provide on that process.

Best,  
Carrie

**Carrie W. Brown**

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mobile +1 404 403 6402

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**From:** Allegra DeNooyer <[Allegra.DeNooyer@dunwoodyga.gov](mailto:Allegra.DeNooyer@dunwoodyga.gov)>

**Date:** Wednesday, April 21, 2021 at 9:48 AM

**To:** "Brown, Carrie" <[Carrie.Brown@am.jll.com](mailto:Carrie.Brown@am.jll.com)>

**Cc:** Amy Allen <[Amy.Allen@cbre.com](mailto:Amy.Allen@cbre.com)>, Richard McLeod <[Richard.McLeod@dunwoodyga.gov](mailto:Richard.McLeod@dunwoodyga.gov)>, Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>

**Subject:** [EXTERNAL] RE: Ashford Lane Signage Lighting

Good morning Carrie,

I appreciate you sending this over. Unfortunately this proposed lighting would not work. However, we are currently in the process of updating our sign ordinance and you are more than welcome to send over public comments or speak at



the public hearing at the May 11<sup>th</sup> Planning Commission meeting (or subsequent City Council meetings). Public comments would be the best way for your proposal to be considered by the Planning Commissioners.

Please feel free to reach out if you would like to submit anything as public comment or speak at a public hearing.

Thanks,  
Allegra

**Allegra DeNooyer**  
Planning Technician

**From:** Brown, Carrie <[Carrie.Brown@am.jll.com](mailto:Carrie.Brown@am.jll.com)>

**Sent:** Tuesday, April 20, 2021 12:32 PM

**To:** Allegra DeNooyer <[Allegra.DeNooyer@dunwoodyga.gov](mailto:Allegra.DeNooyer@dunwoodyga.gov)>

**Cc:** Amy Allen <[Amy.Allen@cbre.com](mailto:Amy.Allen@cbre.com)>; Richard McLeod <[Richard.McLeod@dunwoodyga.gov](mailto:Richard.McLeod@dunwoodyga.gov)>; Paul Leonhardt <[Paul.Leonhardt@dunwoodyga.gov](mailto:Paul.Leonhardt@dunwoodyga.gov)>

**Subject:** Ashford Lane Signage Lighting

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Allegra,

Hope you are well.

I was in the Perimeter area recently and took a photo of the tenant sign for Ashford Place. Circling back to the upgrades to Ashford Lane's signs, this is the same lighting treatment we are hoping to achieve with the internally illuminated sign panels, albeit even more subtle with a soft glow. As there are pylons in Central Perimeter with lighting treatment like the one we are proposing, it wouldn't be out of character to make the upgrade. Beyond the lighting, no structural changes would take place. The result would be consistent with our property improvement goals and aesthetically in-line with the Central Perimeter monument signage.

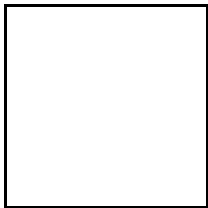
Please advise if this would be a consideration for the City. If so, our signage vendor will proceed with drawings for submittal.

Thank you for your consideration.  
Carrie

**Carrie W. Brown**

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mobile +1 404 403 6402



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ASHFORD  
LANE

## PYLON SIGNAGE UPDATE SCHEMATIC



CURRENT MAIN PYLON



UPDATED TENANT PANELS, DAYTIME



UPDATED TENANT PANELS, NIGHTTIME





THE LAWN CONCEPTUAL RENDERING





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THE LAWN CONCEPTUAL RENDERING





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