

The Atlanta Zoning Ordinance Rewrite



DISCUSSION DRAFT VIDEO UPDATE

DEVELOPMENT BONUSES & SIGNS

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April 23, 2025

DCP

AGENDA

DIV 8.2. DEVELOPMENT BONUSES

DIV 8.6. SIGNS

NEXT STEPS

Video Goal

To release and review the draft Development Bonus and Sign standards.

MODULE II: DEVELOPMENT STANDARDS

DECEMBER 4TH / JANUARY 13TH Q&A

- Rules of Interpretation
- Development Bonuses (forthcoming)
- Blocks and Connectivity
- Streets and Streetscapes
- Multi-Modal Access and Parking
- Vehicle Access and Parking
- Transitions and Screening
- Fences and Walls
- Landscape Standards
- Signs (forthcoming)
- Outdoor Lighting



DIV 8.2. DEVELOPMENT BONUSES

OVERVIEW

LOCAL GOVERNMENTS ARE LEGALLY LIMITED AS TO WHAT THEY CAN REQUIRE OF DEVELOPMENT

- Standards may only mitigate impacts of the development — not existing deficiencies
- Standards must apply the same to similarly-situated developments
- Standards may not violate other State or Federal laws



OVERVIEW

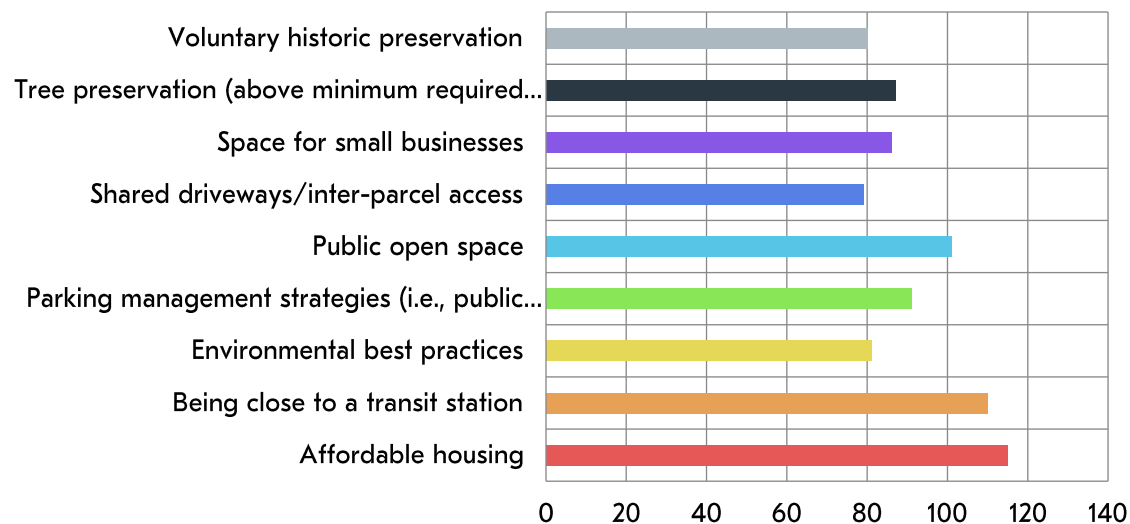
AS A RESULT, MANY EXISTING
ZONING DISTRICTS USE DENSITY
BONUSES TO **ENCOURAGE** CERTAIN
OUTCOMES



OVERVIEW

AT THE FOCUSED WORKSHOPS WE ASKED WHAT ATL ZONING 2.0 SHOULD ENCOURAGE

In Growth Areas



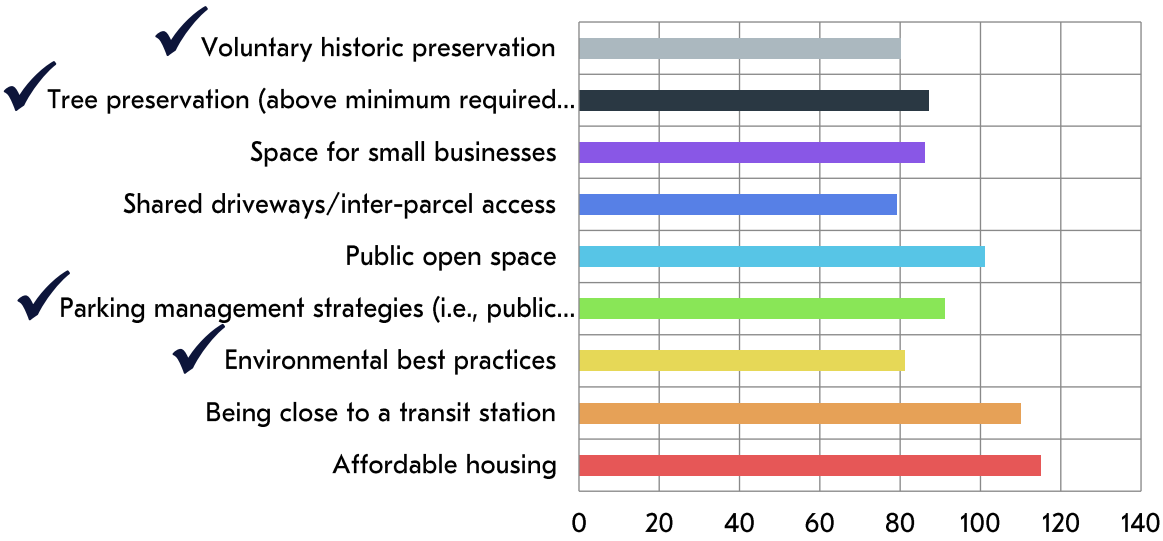
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OVERVIEW

MANY OF THESE DO NOT RELATE TO DENSITY AND WERE INCORPORATED INTO MODULE II...

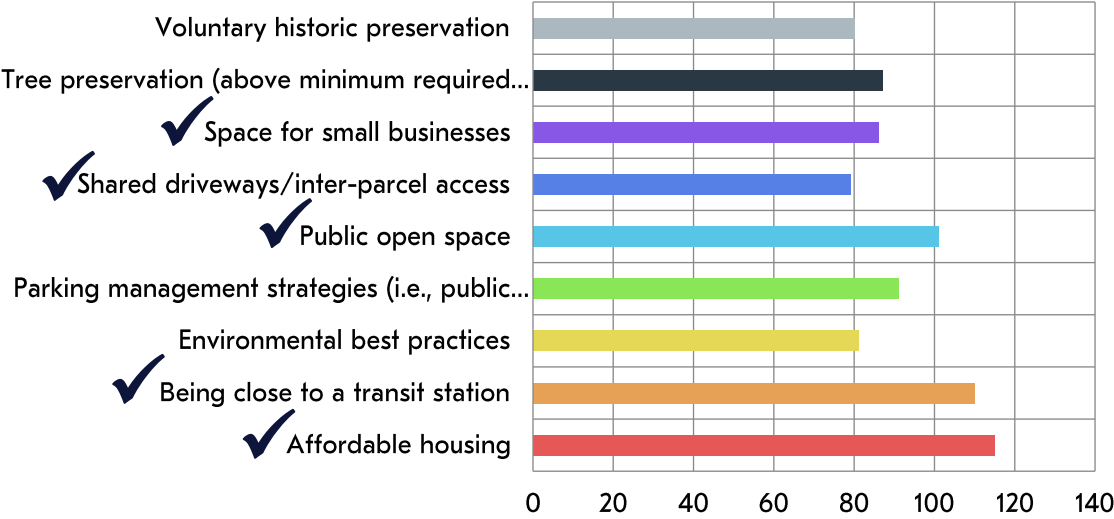
In Growth Areas



OVERVIEW

...BUT OTHERS ARE MORE SUITABLE
TO ENCOURAGE THROUGH
DEVELOPMENT (DENSITY) BONUSES

In Growth Areas



OVERVIEW

SOME FORM DISTRICTS ALLOW DENSITY TO BE INCREASED USING DEVELOPMENT BONUSES, WITH LIMITS:

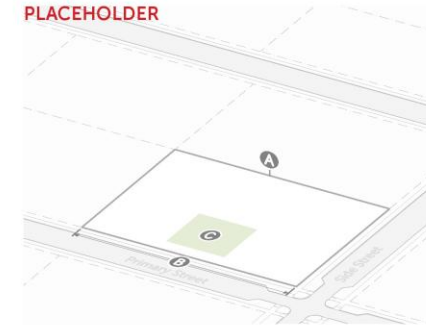
- Base (without bonus)
- With bonus (maximum FAR with bonus)

DEVELOPMENT BONUSES MAY ONLY BE USED IN SPECIFIED FORM DISTRICTS

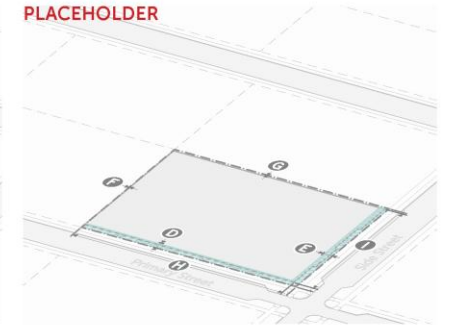
SEC. 2.4.5. **UG8** URBAN GENERAL 8

A. Lot Standards

PLACEHOLDER



PLACEHOLDER



1. Lot Size		Sec. XX.XX.	
A Lot area (min)		None	
B Lot width (min)		None	
2. Density		Sec. XX.XX.	
		UG8A	UG8B
Dwelling units per lot (max)		Unlimited	Unlimited
FAR (GLA max)			
Base		2.0	3.0
With bonus		4.0	6.0
3. Coverage		Sec. XX.XX.	
C Building coverage (max)		85%	
D Outdoor amenity space (min)			
Up to 1 acre		10%	
Over 1 acre		15%	
4. Streetscape		Sec. XX.XX.	
Amenity zone		Required	
Pedestrian zone		Required	
Front and side street yard landscaping			
Residential		Required	
Nonresidential / storefront		Not required	

5. Building Setbacks		Sec. XX.XX.
E Street setback (min/max)		
Primary street		5' / 15'
Side street		5' / 15'
Storefront street		0' / 10'
G Side setback (min)		0'
H Rear setback (min)		0'
6. Transition		Sec. XX.XX.
Transition type		Medium
7. Build-To		Sec. XX.XX.
Build-to width (min)		
I Primary street		75%
J Side street		50%
Storefront street		85%
8. Parking Location		Sec. XX.XX.
No parking allowed between building and street		

OVERVIEW

FIVE TYPES OF DEVELOPMENT BONUSES FOR USE WITH FORM DISTRICTS

- Affordable housing
- Open space
- Inter-parcel connectivity
- Small commercial space
- Transit-oriented development

Additional existing development bonuses will still apply in LEGACY (e.g., Midtown, Buckhead) and OVERLAY DISTRICTS

DIVISION 8.2. DEVELOPMENT BONUSES

Sec. 8.2.1. General Provisions

A. Intent

To incentivize property owners to provide development that aligns with the goals and objectives of Plan A, the City of Atlanta's Comprehensive Development Plan, and other public purposes.

B. Applicability

Development bonuses apply in any zoning district with a base and bonus Floor Area Ratio (FAR).

C. Standards

1. A project must meet all of the applicable requirements of this Division to be eligible for a development bonus.
2. An eligible project may use one or more development bonuses up to the maximum allowed bonus FAR for the zoning district. A project is not permitted to exceed the maximum bonus FAR for the zoning district using development bonuses.
3. The following table summarizes the development bonuses available to eligible projects:

Bonus Type	Bonus Density	Description
Affordable Housing	Up to max bonus FAR, varies by zoning district	Additional FAR for the provision of affordable housing units meeting the requirements of Sec. XX. Affordable Housing Bonus
Open Space	0.25 FAR	Additional FAR for each additional 5% of open space meeting the requirements of Sec. XX. Open Space Bonus
Inter-Parcel Connectivity	0.25 FAR	Additional FAR for each inter-parcel access meeting the requirements of Sec. XX. Inter-Parcel Connectivity Bonus
Small Commercial Space	0.1 FAR	Additional FAR for each small commercial space in a project meeting the requirements of Sec. XX. Small Commercial Space Bonus
Transit-Oriented Development	1.0 FAR	Additional FAR for projects on sites located near transit providing reduced parking meeting the requirements of Sec. XX. Transit-Oriented Development Bonus

Sec. 8.2.2. Affordable Housing Bonus

A. Intent

To create opportunities for applicants to contribute to housing affordability in exchange for increased density. This bonus program seeks to provide a diverse range of housing options at varying price points, ensuring accessibility for residents across all income levels. By promoting affordability and inclusivity, the City will remain a vibrant and livable environment for people to live and work.

AFFORDABLE HOUSING

STANDARD

- Modeled after existing SPI 16 Midtown and MRC-3 standards
- Affordability
 - 10% of the bonus FAR affordable at 60% AMI; or
 - 15% of the bonus FAR affordable at 80% AMI
- Minimum 20-year duration
- Unit size mix must be proportional to the overall development
- Compliance must be proven before development using the bonus will be issued a certificate of occupancy



OPEN SPACE

AVAILABLE BONUS

- 0.25 FAR increase for each 5% of open space provided above the minimum

STANDARD

- The additional open space must meet the requirements for **Pedestrian Outdoor Amenity Space** (at-grade, publicly accessible)



INTER-PARCEL CONNECTIVITY

AVAILABLE BONUS

- 0.25 FAR increase for each inter-parcel access provided

STANDARD

- Must be legally recorded
- Must permit vehicle access from adjoining property to driveways and parking areas intended for customer, tenant, or resident use at all times
- The location must be mutually determined by the adjoining property owners



SMALL COMMERCIAL SPACE

AVAILABLE BONUS

- 0.1 FAR increase for each small commercial space

STANDARD

- Space may not exceed 1,000 SF
- Compliance must be proven before development using the bonus will be issued a certificate of occupancy

Food halls, antique malls, and similar facilities that sub-lease within a larger space will not count



TRANSIT-ORIENTED DEVELOPMENT

AVAILABLE BONUS

- 1.0 FAR increase

STANDARD

- The site must be within a ½ mile walk of high-capacity transit
- The site must either:
 - Providing at least 50% of the parking as public parking; or
 - Provide no parking

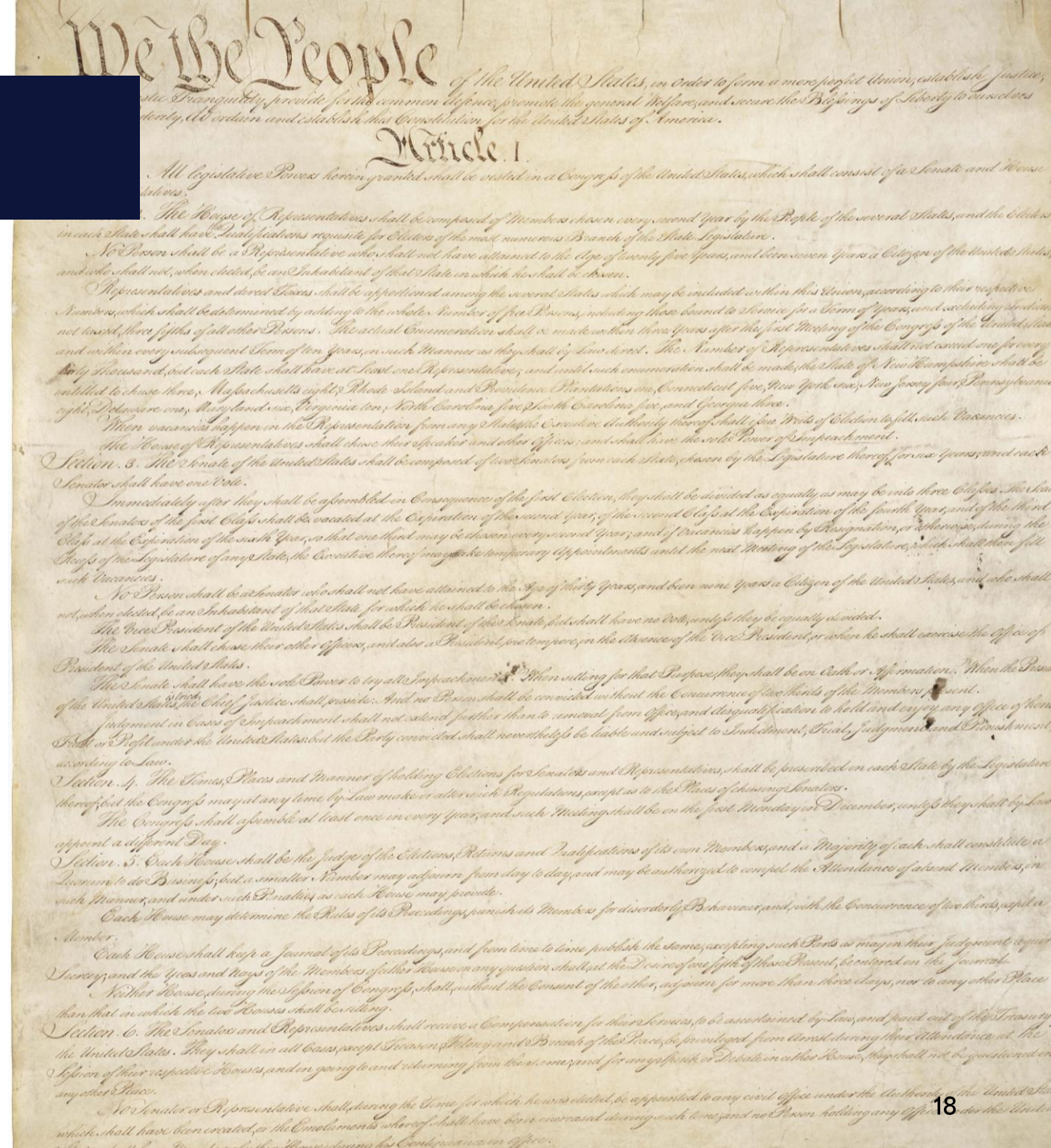


DIV. 8.6. SIGNS

OVERVIEW

SIGN REGULATIONS ARE HIGHLY SHAPED BY LEGAL CONSIDERATIONS

- Signs are a form of speech
- Sign ordinances may only regulate "time, place, and manner" (i.e., size, height, location, number, type, etc.)
- Sign ordinances may not regulate content



CLARITY AND USABILITY

REORGANIZATION

GRAPHICS

TABLES

CONSOLIDATED SIMILAR SIGN TYPES

- Such as neighborhood entrance signs and subdivision entrance signs

E. Pedestrian Sign



1. Description

A building sign that is attached perpendicular to the exterior wall of a building, typically extending 12 inches or more from the wall.

2. General Standards

- Must be located below the window sills of the second story on a multi-story building or below the roof line on a single story building.
- Must be located within 5 feet of a ground story tenant entrance.
- Must be located at least 15 feet from any other pedestrian or projecting sign.
- Pedestrian signs that are not internally illuminated do not count toward the total combined building sign area.

3. Number of Signs

Total number of building signs (max)	See zoning district sign standards
Number of pedestrian signs (max)	1 per business establishment

4. Individual Sign Dimensions

A Area per sign (max)	10 SF
B Clear height above sidewalk (min)	10 feet
Clear height above vehicle area or driveway (min)	14 feet

NEW ZONING DISTRICT ALIGNMENT

UPDATED DISTRICT NAMES

CONSOLIDATED STANDARDS

- Consolidated by district type, where possible

WITHIN A GIVEN DISTRICT, MAINTAINS DIFFERENT STANDARDS FOR RESIDENTIAL AND NONRESIDENTIAL USES

Sec. 8.6.7. Sign Type Standards

A. District Permissions

1. Sign types are permitted based on the zoning district, as outlined in the table below. A sign must meet all of the standards for that particular sign type and any additional sign standards for the zoning district.

	House-Scale (H-)	Neighborhood-Scale (N-)	Urban General (UG-)	Urban Core (UC-)	Workplace Flex (WX-)	Workplace (W-)	Special	
Sign Types								Definition and Standards
Building Signs								
Canopy	--	■	■	■	■	■	■	Sec. XX
Crown	--	--	■	■	■	■	■	Sec. XX
Marquee	--	--	■	■	■	■	■	Sec. XX
Painted Wall	--	■	■	■	■	■	■	Sec. XX
Pedestrian	--	■	■	■	■	■	■	Sec. XX
Projecting	--	--	■	■	■	■	■	Sec. XX
Wall	■	■	■	■	■	■	■	Sec. XX
Window	--	■	■	■	■	■	■	Sec. XX
Freestanding Signs								
Entrance	■	■	■	■	■	■	■	Sec. XX
Monument	--	--	■	■	■	■	■	Sec. XX
Suspended	--	--	■	■	■	■	■	Sec. XX
Special Signs								
Approved Historic Marker	■	■	■	■	■	■	■	Sec. XX
Billboard	--	--	--	--	--	■	--	Sec. XX
Feather	--	--	■	■	■	■	■	Sec. XX
Flag	■	■	■	■	■	■	■	Sec. XX
Landmark	■	■	■	■	■	■	■	Sec. XX
Portable	--	--	■	■	■	■	--	Sec. XX
Temporary	■	■	■	■	■	■	■	Sec. XX

KEY: ■ = Sign type allowed □ = Sign type allowed for nonresidential uses only -- = Sign type not allowed

2. See each sign type for sign standards and see [Sec. XX. Form District Sign Standards, Sec. XX. Legacy District Sign Standards, Sec. XX. Historic and Landmark District Sign Standards, and Sec. XX. Sign Overlay District Standards](#) for additional sign standards and permissions for each zoning district.

SIGN OVERLAY DISTRICTS

MAINTAIN THREE SIGN OVERLAYS

- Historic Sears Roebuck & Co. Sign Overlay (i.e., Ponce City Market)
- Arts & Entertainment Sign Overlay
- Gulch Sign Overlay

STANDARDS ARE IN THE ZONING ORDINANCE

DISTRICTS ARE ON THE ZONING MAP



ALTERNATIVE SIGNS PLANS

CONVERT OTHER SIGN OVERLAYS TO ALTERNATIVE SIGN PLANS

- Unique signs
- New alternative signs plans require an SUP

STANDARDS ARE IN SUP LEGISLATION

LOCATIONS ARE NOT SHOWN ON THE OFFICIAL ZONING MAP



LANDMARK SIGNS

GRANDFATHER CERTAIN SIGNS, DESPITE ZONING DISTRICT STANDARDS

- An outstanding example of a sign representative of its era; or
- One or more of the few remaining examples of past sign design or style; or
- Associated with an event or person of historic or cultural significance to the City; or
- Of aesthetic interest that is continuing to contribute to the cultural or historical development and heritage of the City.



FEATHER SIGNS

DEFINE AND REGULATE THIS NEW SIGN TYPE

- Not allowed for residential uses
- Maximum one per street frontage
- Maximum 15 square feet



NEXT STEPS

NEXT STEPS

REVIEW DRAFT MATERIALS

- Send comments by April 30, 2025

INCORPORATE REVISIONS INTO REVISED DISCUSSION DRAFT VERSION 1

BEGIN TESTING



STAY IN TOUCH

WEBSITE: WWW.ATLZONING.COM

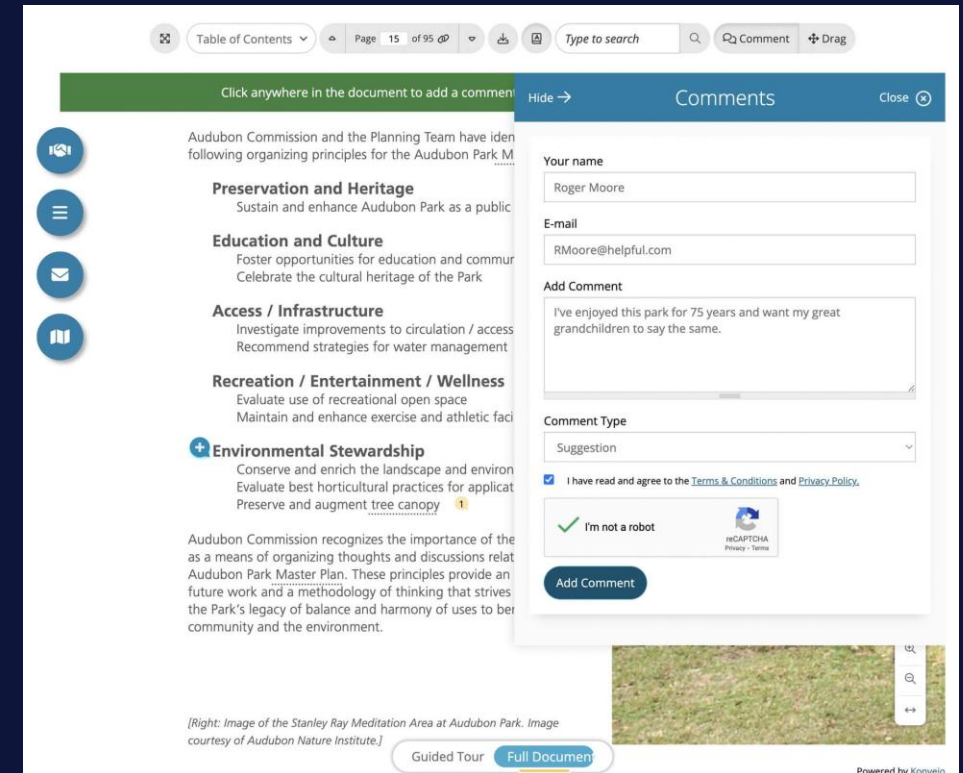
HOTLINE: 404-546-0116

E-MAIL: ATLZONING2@ATLANTAGA.GOV

RECORDINGS AVAILABLE ON YOUTUBE 

- Search "Atlanta Department of City Planning" for access

Konveio Discussion Draft Review www.atlzoning.com



The screenshot displays the Konveio interface for a discussion draft review. The main document area shows a draft titled "Audubon Commission and the Planning Team have identified the following organizing principles for the Audubon Park Master Plan." The document is organized into sections: "Preservation and Heritage", "Education and Culture", "Access / Infrastructure", "Recreation / Entertainment / Wellness", and "Environmental Stewardship". A sidebar on the right, titled "Comments", is open, showing a form for adding a comment. The form includes fields for "Your name" (Roger Moore), "E-mail" (RMoore@helpful.com), and a text area for the comment. The comment type is set to "Suggestion". A checkbox for "I have read and agree to the Terms & Conditions and Privacy Policy" is checked. A "Full Document" button is visible at the bottom of the sidebar. The interface also includes a "Table of Contents" dropdown, a "Page 15 of 95" indicator, and a "Type to search" search bar.