

## DIVISION 8.2. DEVELOPMENT BONUSES

### Sec. 8.2.1. General Provisions

#### A. Intent

To incentivize property owners to provide development that <sup>006</sup>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 <sup>001</sup>

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	<sup>003</sup> us Density <sup>005</sup>	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 <b>Sec. XX. Affordable Housing Bonus</b>
Open Space	0.25 FAR	Additional FAR for each additional 5% of open space meeting the requirements of <b>Sec. XX. Open Space Bonus</b>
Inter-Parcel Connectivity	0.25 FAR	Additional FAR for each inter-parcel access meeting the requirements of <b>Sec. XX. Inter-Parcel Connectivity Bonus</b>
Small Commercial Space	0.1 FAR	Additional FAR for each small commercial space in a project meeting the requirements of <b>Sec. XX. Small Commercial Space Bonus</b>
Transit-Oriented Development	<sup>002</sup> <sup>004</sup> AR	Additional FAR for projects on sites located near transit providing reduced parking meeting the requirements of <b>Sec. XX. Transit-Oriented Development Bonus</b>

### 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.

## #001

Posted by **Jennifer Friese** on **04/30/2025** at **9:41am** [Comment ID: 1207] - [Link](#)

*Suggestion*

*Agree: 0, Disagree: 0*

I wish there were better protections in place for when a lot using these bonuses is near R1-R5. I appreciate the THP and some landscape screening but I wish the same setback/THP was required for properties across the street as for adjacent lots. Being able to use the alley as part of the setback too offers little protection for those houses across an alley... I have the same wish in regard to receiving lots of TDRs near R1-R5...

## #002

Posted by **AntonGudiswitz** on **04/30/2025** at **1:37pm** [Comment ID: 1224] - [Link](#)

*Suggestion*

*Agree: 0, Disagree: 0*

1.0 FAR is not enough. We have very limited land near transit stops, so concentrating density there should be HEAVILY incentivized.

Reply by **SiteAdmin** on **05/01/2025** at **11:31am** [Comment ID: 1231] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Thank you for your feedback.

## #003

Posted by **AntonGudiswitz** on **04/30/2025** at **1:53pm** [Comment ID: 1225] - [Link](#)

*Suggestion*

*Agree: 0, Disagree: 0*

FAR bonuses should be higher, particularly for TOD and Affordable housing. There should basically be no density limits for housing at 60% AMI - we need housing, and if someone can make affordable housing pencil the city shouldn't stop them.

That said, FAR should already be higher in the base zoning.

Reply by **SiteAdmin** on **05/01/2025** at **11:31am** [Comment ID: 1232] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Thank you for your feedback.

## #004

Posted by **404forever** on **04/23/2025** at **4:17pm** [Comment ID: 1199] - [Link](#)

*Suggestion*

*Agree: 1, Disagree: 0*

Transit is unsustainable without density, and density unworkable without transit.

Increased FAR means more available housing units, increasing supply and lowering rents. Let's make it appealing to build big near transit by increasing the FAR bonus.

Reply by **Kelly in Edgewood** on **04/30/2025** at **12:34pm** [Comment ID: 1213] - [Link](#)  
*Suggestion*

*Agree: 0, Disagree: 0*

Yes, AND if we allow building BIG near transit, we must raise the bar on sustainable site development and green buildings!

## #005

Posted by **Eric Ganther** on **04/28/2025** at **12:48pm** [Comment ID: 1204] - [Link](#)  
*Suggestion*

*Agree: 1, Disagree: 0*

Suggestion, consider adding:

Atlanta Trail Network Connectivity - up to max bonus FAR varies by zoning district.

If the City can reserve an approved trail corridor by deed restriction or easement then the developer should get the maximum bonus for FAR.

A connected trail network crossing a particular parcel combines the value of "open space", "inter-parcel connectivity" and from a certain perspective "transit-oriented development" that substantially benefit ALL residents in a neighborhood, not just the residents of a particular parcel. As a valuable transportation alternative for an entire neighborhood, trails should receive the maximum bonus.

Reply by **SiteAdmin** on **04/28/2025** at **2:49pm** [Comment ID: 1205] - [Link](#)  
*Answer*

*Agree: 0, Disagree: 0*

Eric, thank you for your suggestion!

## #006

Posted by **Kelly in Edgewood** on **04/30/2025** at **12:16pm** [Comment ID: 1211] - [Link](#)  
*Suggestion*

*Agree: 0, Disagree: 0*

Ensure that this section and all others within Zoning 2.0 align with the new Tree Protection Ordinance's residential preservation standard and recompense fees that reflect market rate for replanting trees.

Reply by **SiteAdmin** on **04/30/2025** at **12:47pm** [Comment ID: 1216] - [Link](#)  
*Answer*

*Agree: 0, Disagree: 0*

Certainly. We are working with the draft TPO team!

## B. Standards

1. A project meeting the requirements of this Section may increase the FAR of the project to the maximum bonus FAR permitted by the zoning district.
2. A project must provide a minimum number of affordable units meeting one of the following amounts:
  - a. 10% of the bonus FAR to be affordable at 60% AMI; or
  - b. 15% of the bonus FAR to be affordable at 80% AMI.
3. To be considered an affordable unit, the unit must meet one of the following standards:
  - a. An affordable rental unit that is actively marketed for lease to households having an income, as certified by the prospective tenant at the time of execution of the applicable lease agreement, that does not exceed 60% AMI or 80% AMI for the family size having the same number of persons as the subject household for the Atlanta-Sandy Springs-Marietta, Georgia HUD Metro Fair Market Rent Area (as published by HUD as of the date of the tenant's application). The monthly rent amount (not including utilities and mandatory fees) for each affordable workforce housing unit must be no more than 30% of the household's monthly gross income as published periodically by HUD; or
  - b. An affordable ownership unit that is actively marketed for sale to households having an income, as certified by the prospective tenant at the time of execution of the applicable lease agreement, that does not exceed 80% AMI for the family size having the same number of persons as the subject household for the Atlanta-Sandy Springs-Marietta, Georgia HUD Metro Fair Market Rent Area (as published by HUD as of the date of the tenant's application). The monthly rent amount (not including utilities and mandatory fees) for each affordable workforce housing unit must be no more than 30% of the household's monthly gross income as published periodically by HUD.
4. The affordable unit requirements must be in place for a minimum of 007 years. 008
5. The percentage mix of affordable studio, one-bedroom, two-bedroom, and three-bedroom units must be proportionally similar to the percentage mix in the overall project.
6. No housing unit associated with a development project for which bonus FAR calculations are applied will be issued an occupancy permit until such time as documentation is provided to the Office of Buildings establishing that the affordable housing standards have been met.

## Sec. 8.2.3. Open Space Bonus

### A. Intent

To create opportunities for property owners to build high-quality accessible open spaces in exchange for increased density. This bonus program seeks to improve the quality of life of residents while providing them with access to the natural environment and increase opportunities for tree preservation.

## #007

Posted by **Kelly in Edgewood** on **04/30/2025** at **12:43pm** [Comment ID: 1214] - [Link](#)  
*Suggestion*

*Agree: 0, Disagree: 0*

Make it at least 99 years.

Reply by **SiteAdmin** on **05/01/2025** at **9:50am** [Comment ID: 1227] - [Link](#)  
*Answer*

*Agree: 0, Disagree: 0*

A 99 year requirement would violate current state of George law regarding how long such requirements may apply.

## #008

Posted by **Jennifer Friese** on **04/23/2025** at **5:43pm** [Comment ID: 1201] - [Link](#)  
*Suggestion*

*Agree: 1, Disagree: 0*

I'm glad these affordable units will be protected for 20 years.

Reply by **Jennifer Friese** on **04/28/2025** at **8:24am** [Comment ID: 1203] - [Link](#)  
*Suggestion*

*Agree: 0, Disagree: 0*

Actually you may want to double check this, I think new density bonus papers may state 30 years

Reply by **SiteAdmin** on **04/28/2025** at **2:51pm** [Comment ID: 1206] - [Link](#)  
*Answer*

*Agree: 0, Disagree: 0*

Thanks. We'll look into the discrepancy.

## **B. Standards**

1. A project meeting the requirements of this Section may increase the FAR of the project by 0.25 FAR for each additional 5% of open space provided, up to the maximum bonus FAR permitted by the zoning district.
2. To receive the Open Space Bonus, the additional open space must meet the requirements of **Sec. XX. Pedestrian Outdoor Amenity Space**.

## **Sec. 8.2.4. Inter-Parcel Connectivity Bonus**

### **A. Intent**

To create opportunities for applicants in the City to increase inter-parcel connectivity by permitting shared vehicle access between driveways and parking areas in adjoining properties in exchange for increased density. This bonus program seeks to facilitate seamless connections between properties on neighboring parcels or along shared corridors by enhancing mobility, reducing traffic congestion, and improving overall accessibility.

### **B. Standards**

1. A project meeting the requirements of this Section may increase the FAR of the project by 0.25 FAR for each inter-parcel access provided, up to the maximum bonus FAR permitted by the zoning district.
2. To receive the Inter-Parcel Connectivity Bonus, the inter-parcel access must meet the following standards:
  - a. The inter-parcel access easement must be recorded in the Office of the Clerk of Superior Court of Fulton or DeKalb County, and reference to the deed book. A copy of the recorded easement must be provided to the Director of the Office of Zoning and Development.
  - b. The inter-parcel access must permit vehicle access from adjoining property to driveways and parking areas intended for customer, tenant, or resident use at all times.
  - c. The location of the inter-parcel access must be mutually determined by the adjoining property owners.
  - d. Once access is granted to driveways and parking areas of the adjoining lot, the pavement or other surfacing of the owner's driveways and parking areas must be extended to the point of access on the property line to complete the inter-parcel access.

## **Sec. 8.2.5. Small Commercial Space Bonus**

### **A. Intent**

To create opportunities for applicants to foster a diverse and vibrant business environment by integrating small commercial spaces in buildings in exchange for increased density. This bonus program seeks to encourage entrepreneurship, stimulate economic growth, and deliver convenient commercial services to residents and visitors by supporting small businesses anchored in the local community.

## B. Standards

1. A project meeting the requirements of this Section may increase the FAR of the project by 0.10 FAR for each small commercial space provided, up to the maximum bonus FAR permitted by the zoning district.
2. To receive the Small Commercial Space Bonus, the space must meet the following standards:
  - a. The space must be reserved for a commercial use, as defined in **Sec. XX Use Districts**.
  - b. The space must have a floor area of 1,000 square feet or less for each business establishment.
3. The City of Atlanta's Office of Buildings will enforce the requirements of this Section prior to issuance of the Certificate of Occupancy. The Office of Zoning and Development will enforce the requirements after issuance of the Certificate of Occupancy.

## Sec. 8.2.6. Transit-Oriented Development Bonus

### A. Intent

To create opportunities for applicants in the City to reduce the parking footprint of development near transit stations in exchange for increased density. This bonus program supports sustainable development and multi-modal transportation by incentivizing walkable, mixed-use development with improved access to public transportation for residents and visitors. Transit-oriented development is a means to foster a more accessible, efficient, and pedestrian-friendly urban environment.

### B. Standards

1. A project meeting the requirements of this Section may increase the FAR of the project by 1.0 FAR, up to the maximum bonus FAR permitted by the zoning district.
2. To be eligible for the Transit-Oriented Development Bonus, the project must be located within a 1/2 mile walking distance of a high-capacity transit station lot or entry.
3. To receive the Transit-Oriented Development Bonus, the project must meet one of the following standards:
  - a. Allocate at least 10% of the on-site parking to be available to the general public. The parking may be considered publicly accessible whether or not a fee is charged; or
  - b. Provide no on-site parking.

## #009

Posted by **AntonGudiswitz** on **04/30/2025** at **1:55pm** [Comment ID: 1226] - [Link](#)

*Suggestion*

*Agree: 0, Disagree: 0*

As an additional incentive, can we add a bonus standard that reduces parking requirements by X spaces per small commercial space?

This would reduce building costs to help encourage small retail.

Reply by **SiteAdmin** on **05/01/2025** at **11:33am** [Comment ID: 1234] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Thanks for the suggestion!

## #010

Posted by **Kelly in Edgewood** on **04/30/2025** at **12:25pm** [Comment ID: 1212] - [Link](#)

*Suggestion*

*Agree: 0, Disagree: 0*

Eliminate choice "a" or revise it to make it more progressively transit-oriented. For example, "Reduce total parking by at least half AND allocate at least 50% of on-site parking to be available to the general public."  
(Keep "b".)

Reply by **SiteAdmin** on **04/30/2025** at **12:45pm** [Comment ID: 1215] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Thank you for your input!

## #011

Posted by **404forever** on **04/23/2025** at **4:14pm** [Comment ID: 1198] - [Link](#)

*Suggestion*

*Agree: 0, Disagree: 0*

50% is very high. This essentially means that if a developer wants x spots for tenants, they'd have to build 2x spaces! Why are we encouraging parking in our urban core near transit? I ask to remove the parking stipulation and simply add the density bonus near transit, or, at the very least, reduce it to below 25% mandated public parking.

Reply by **SiteAdmin** on **04/23/2025** at **4:28pm** [Comment ID: 1200] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Thanks for your comment. This is not entirely true, as the area within 1/2 mile of high-capacity transit already has parking maximums that limit the amount of parking that can be provided. These maximums will remain.



Reply by **404forever** on **04/23/2025** at **6:57pm** [Comment ID: 1202] - [Link](#)

*Agree: 0, Disagree: 0*

Good to know! Thanks for the correction.

## DIVISION 8.6. **SIGNS**

### Sec. 8.6.1. **General Provisions**

#### **A. Title**

This Division will be known and may be referred to as the “Atlanta Sign Ordinance.”

#### **B. Authority**

This Division is enacted pursuant to the City of Atlanta’s exclusive zoning and planning authority granted by the Constitution of the State of Georgia, including but not limited to article IX, section 2, paragraph IV, and article IX, section 2, paragraph III, as well as authority granted by the General Assembly of the State of Georgia, including but not limited to O.C.G.A. section 36-70-3, the City of Atlanta Charter, sections 1-102(b) and 1-102(c)(16), (20), (21), (24), (29), (41), (42), and (56) as well as the general police powers of the City of Atlanta and other authority provided by federal, state and local laws.

#### **C. Intent**

The City of Atlanta finds that the number, size, design characteristics, and locations of signs in the City directly affect the public health, safety, and welfare. The City finds that signs have become excessive, and that many signs are distracting and dangerous to motorists and pedestrians, are confusing to the public, 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. The purpose and intent of the governing authority of the City of Atlanta in enacting this Division are as follows:

1. To create a safe, attractive, and economically vibrant environment that respects constitutional rights and generates public benefits for the community;
2. To safeguard the public health, safety, and welfare of residents and implement the City’s comprehensive development plan through detailed sign regulations;
3. To regulate sign design and placement to ensure safe pedestrian and vehicular traffic conditions, minimizing distractions along public right-of-ways;
4. To preserve property values on and around sign locations;
5. To sustain an aesthetically attractive City with signage that complements developments patterns in specific Form Districts;
6. To protect tree coverage throughout the City;
7. To balance business development needs with the City’s commitment to safety and visual appeal;
8. To support business identification and the display of available goods and services, promoting local economic vitality;
9. To protect free speech rights under the State and U.S. Constitutions, ensuring no restrictions are based solely on sign content;

10. To create a permit system that allows specific sign types in zoning districts in alignment with district intent and standards;
11. To permit certain small, safe, and discreet signs incidental to the principal lot use without requiring a permit, subject to this Division;
12. To allow temporary signs in limited cases, without content-based restrictions;
13. To apply reasonable controls, including eventual removal, on nonconforming signs, balancing public welfare with the constitutional rights of sign owners;
14. To encourage public art as an integral part of the built environment while preventing misuse of art exemptions to circumvent sign regulations;
15. To prohibit unauthorized signs, ensure proper maintenance, and enforce Division provisions; and
16. To prohibit obscenity in all signage.

#### **D. Applicability**

1. Sign standards apply to all signs erected, installed, structurally altered, or otherwise modified after the effective date of the Zoning Ordinance, whether a Sign Permit is required or not, according to **Sec. XX. Sign Permits**.
2. Nonconforming signs are subject to the provisions of **Sec. XX. Nonconforming Signs**.

#### **E. Severability**

Should any section or provision of this Division, or the application of the requirements to any person or circumstance, be declared by a court of competent jurisdiction to be invalid, such decision will not affect the validity of this Division as a whole or any section other than the section or provision, or application of the requirements, specifically declared to be invalid.

### **Sec. 8.6.2. Prohibited Signs**

All signs not expressly permitted under this Division are prohibited. Certain exceptions may apply if approved according to Sec. XX. Alternate Design Sign Plan. Prohibited signs include but are not limited to:

- A. Banners, except as authorized in **Sec. XX. Public Right-of-Way Signs**.
- B. Beacons.
- C. Pennants.
- D. Strings of lights not permanently mounted to a rigid background, except as authorized in **Sec. XX. Sign Permit Not Required**.
- E. Inflatable signs.
- F. Balloons.
- G. Roof signs.
- H. Rotating signs.

**SIGNS****Sec. 8.6.3. Construction and Maintenance**

All signs must be constructed and maintained in accordance with the following standards:

- A. All signs must comply with all applicable provisions of the City of Atlanta Building Code at all times, provided that if any provision of said code directly conflicts with a provision in this Division, this Division will control.
- B. All signs must comply with all applicable provisions of the City of Atlanta Electrical Code at all times, provided that if any provision of said code directly conflicts with a provision in this Division, said electrical code will control.
- C. Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this Division, all signs must be constructed of permanent materials and must be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame or structure.
- D. All signs must be erected and maintained in good structural condition and in conformance with this Division and all other applicable regulations of the City of Atlanta at all times. Except as provided in Subsections above, should any provision of this Division be in conflict with another regulation of the City, the more restrictive or that imposing the higher standard will govern.

**Sec. 8.6.4. Public Right-of-Way Signs****A. General**

1. No sign is allowed in the public right-of-way except as follows or as otherwise permitted by the City of Atlanta Code of Ordinances, and all other prohibitions and regulations governing signs in public rights-of-way and upon public property in the City of Atlanta Code of Ordinances, including but not limited to section 138, also will apply:
  - a. Signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic.
  - b. Transit stop signs erected by a public transit authority.
  - c. Informational signs of a public utility identifying its poles, lines, pipes or other facilities.
  - d. Awning, projecting and suspended signs projecting over a public right-of-way when in conformity with all other requirements of this Division.
  - e. Banners within the public right-of-way that are authorized by and approved under of the City of Atlanta Code of Ordinances section 138-60.
  - f. Temporary emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized or permitted work within the public right-of-way.
  - g. Signs that are attached to transit shelters subject to the provisions of the City of Atlanta Code of Ordinances section 138-43. Signs attached to street furniture such as trash cans, benches, kiosks, and streetcar shelters owned and/or operated by governmental units or public authorities.

- h. Temporary changing signs, not to exceed 30 days, as part of a City-sponsored program in connection with entertainment events meeting the criteria set forth for Wrap or Projection Signs (Sec. XX).
  - i. Newspaper vending devices that are authorized by and approved under City of Atlanta Code of Ordinances division V of Article II of section 138.
  - j. Building identification signs required by building or fire code.
  - k. Neighborhood identification signs meeting the requirements for Entrance Signs (Sec. XX), limited to 2 such signs per street entrance, are permitted.
2. Any sign installed or placed on public property or right-of-way except in conformance with the requirements of or references in this Section will be deemed to be an illegal sign and must be immediately removed by the owner or be subject to immediate removal by the City. In addition to other remedies hereunder, the City will have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign. This Section, and all code sections referenced in this Section, will be enforced by the Commissioner of Transportation or that Commissioner's designee.

## **B. Liability Insurance**

All permits for projecting or pedestrian signs that are suspended or project above a public street or public sidewalk or other public vehicular or pedestrian thoroughfare will be conditioned upon:

1. The obtaining and continuous maintenance of liability insurance by the owner for such sign in an amount not less than \$1,000,000.00 per occurrence per sign. Said insurance policy must not contain a deductible in excess of \$1,000.00. The owner of such sign must maintain said liability insurance for the life of the sign, and any sign not so insured by the owner will automatically be deemed illegal as of the date of said insurance lapse and be immediately removed by the owner.
2. The owner of such sign executing a statement appearing on the face of the permit or affixed thereto, agreeing to indemnify the City and holding the City harmless from any and all claims of any kind relating to said sign, which indemnification will not be limited to the terms of liability insurance required herein.
3. An application for a permit for projecting or pedestrian signs that are suspended or project above a public street or public sidewalk or other public vehicular or pedestrian thoroughfare must include a form signed by the Chief Risk Officer or their designee that the liability insurance and indemnification requirements above are met. The owner must provide to the Chief Risk Officer or their designee a certificate of insurance that names the City of Atlanta as an additional named insured and that requires notice to the City of Atlanta at least 30 days prior to cancellation or termination. The owner of such sign must provide proof of these insurance requirements in a form acceptable to the Chief Risk Officer or their designee prior to issuance of a Sign Permit.

## **Sec. 8.6.5. Nonconforming Signs**

### **A. General Standards**

1. A sign is a use of property. It can also be a structure, as defined in this Ordinance.

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2. It is the policy of the City that nonconforming signs be removed or replaced with conforming signs within a reasonable period of time.
3. A nonconforming sign in use may remain subject to the requirements of this Division.
4. The substitution or modification of panels or faces on nonconforming signs and repainting, refacing, or re-postering nonconforming signs is permitted to the extent authorized by this Division.
5. Repairs and normal maintenance of nonconforming signs, such as repainting, electrical repairs, and neon tubing repairs, is permitted to the extent authorized by this Division, provided it does not enlarge or expand the degree of nonconformity.

**B. Loss of Nonconforming Sign Status and Removal****1. Demolition of Principal Structure**

Any nonconforming freestanding sign, including the sign structure, for a business establishment must be removed at the time of the demolition of the primary structure.

**2. Cessation of Sign Use**

Any nonconforming sign which is not used or leased for a continuous period of 1 year, regardless of the intent of the owner or tenant to abandon the use of the sign, will be deemed abandoned and the sign will not thereafter be reused for sign purposes unless and until it fully conforms with the requirements of this Division.

**3. Cessation of Business Use**

- a. Where no business establishment occupies the premise for a continuous period of 1 year, any nonconforming sign previously used by such business establishment, regardless of the intent of the owner or tenant to abandon the sign, will be deemed abandoned and may not be reused until the sign is made to conform.
- b. Where no business establishment occupies the premise for a continuous period of 2 years, any nonconforming sign previously used by such business establishment, regardless of the intent of the owner or tenant to abandon the sign, will be deemed abandoned and must be removed, including the sign structure.
- c. Vacancy, water disconnect or expiration of a current business license is a rebuttable presumption of non-occupancy which will be measured from the earlier date of the vacancy, water disconnect date or the date of the expiration of the last business license associated with the premise.

**C. Vacant Lots**

Any nonconforming sign except for Entrance Signs (Sec. XX) existing on the date of the adoption of this Ordinance on a vacant lot must be removed, including the sign structure, within 2 years of adoption. Vacant means there is no active use or habitable structure on the lot, other than the sign.

## D. Window Signs

1. Any window sign in excess of the allowed number existing on the date of the adoption of this Sign Ordinance must be removed within a reasonable period of time so as to allow recoupment of cost to the sign owner. Cost will be evidence by receipts or other evidence of actual cost in procuring the window sign. Removal will be as follows:
  - a. Any window sign with a cost of \$100.00 or less must be removed within 30 days of the effective date of the Sign Ordinance.
  - b. Any window sign with a cost of greater than \$100.00 and less than \$5000 must be removed within 120 days of the effective date of the Sign Ordinance.
  - c. Any window sign with a cost of equal to or greater than \$5000.00 must be removed within 1 year of the effective date of the Sign Ordinance.

## E. Exceptions

1. The above requirements of subsection (B) or (C) do not apply to signs that require a state sign permit.
2. The above requirements of subsection (B) do not apply to signs in Landmark or Historic Districts or to historic iconic signs.
3. The BZA may grant a variance extending the time to comply with subsection (B)(3) upon a finding that the time frame has not expired and upon a showing of financial hardship in complying with the time frame. Any time extension must be reasonable in relation to the circumstances of the case.

## Sec. 8.6.6. General Sign Standards

The following general regulations apply to all signs located in the City:

### A. Messages

Any sign allowed in this Division may contain any lawful non-obscene message so long as the sign complies with the size, height, area and other requirements of this Division and of the Zoning Ordinance.

### B. Signs Not to Constitute Traffic Hazard

No animated flashing or changing sign is permitted to be located adjacent to an Interstate highway or be visible from any portion of the highway unless the sign is otherwise permitted by state law and complies with the following:


1. Any sign which is directly or indirectly illuminated, including electronically changed signs, will be reviewed by the Commissioner of the Atlanta Department of Transportation prior to the issuance of a Sign Permit for compliance with this subsection.
2. No sign may be erected, and there may be no lighting of signs or premises in such a manner and location so as to obstruct the view of, or be confused with any authorized traffic signal, notice or control device, or with lights on any emergency vehicle, or so to create hazards or distractions to

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drivers because of direct or reflected natural or artificial light, flashing, intermittent or flickering lighting or real or apparent movement.

3. No flashing or animated sign may extend over a public right-of-way.
4. If any sign is found to constitute a traffic hazard, the owner of the sign may be required to reduce the intensity of the condition or effect which caused the hazard to a level acceptable to the Atlanta Department of Transportation. The Commissioner may through the issuance of a stop work order cause an immediate cessation of such conditions or effects where an imminent danger to the traveling public is found.

**C. Sign Lighting**

1. Any sign erected after the effective date of this Division must, if externally lighted, be lighted from the top and the lighting must be directed downward onto the sign 
2. Lighting associated with a sign must be directed at the sign face.
3. All sources of light associated with a sign must be effectively shielded from adjacent residential uses and streets.
4. Lighting associated with a sign may not exceed 1.1 foot candles in intensity when measured within any portion of a lot with a residential use.

**D. Prohibited Materials****1. Neon**

Neon lighting is prohibited, except in the following districts:

- a. Urban General (UG-) Form Districts paired with any Use District except Residential (R-);
- b. Urban Core (UC-) Form Districts;
- c. Workplace (W-) Form Districts;
- d. Cabbagetown Landmark District:
  - i. Subarea 1 - Mill
  - ii. Subarea 5 - Transitional Commercial / Industrial
- e. Martin Luther King, Jr. Landmark District:
  - i. Subarea 4 - Auburn Commercial Corridor
  - ii. Subarea 5 - Edgewood Commercial Corridor
- f. Hotel Row Landmark District;
- g. Adair Park Historic District:
  - i. Subarea 2 - Transitional Commercial
  - ii. Subarea 3 - Transitional Industrial



#012

Posted by **Kelly in Edgewood** on **04/30/2025** at **12:57pm** [Comment ID: 1219] - [Link](#)

*Agree: 0, Disagree: 0*

Thank you for this effort to reduce light pollution. Please add full cutoff requirement as well.

Reply by **SiteAdmin** on **05/01/2025** at **11:27am** [Comment ID: 1228] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Thanks for the recommendation!

- h. Castleberry Hill Landmark District; and
- i. Briarcliff Plaza Landmark District

## **E. Maximum Height of Signs**

1. No portion of any sign is permitted to extend above the top of the building upon which it is located.
2. For all sign types except for crown signs, or as otherwise provided in this Division, when attached to buildings over 30 feet in height, no portion of a sign is permitted to be located more than 30 feet in height above ground level, provided that when the ground level is lower than the level of the adjoining street pavement, said sign may be raised so as to be not more than 20 feet above the level of the pavement.

## **F. Protection of Trees**

No removal, destruction, topping, pruning or cutting of any trunk, branch, roots or other vital section of any tree is allowed, whether or not such tree may interfere with the visibility of or otherwise affect a sign, without a permit obtained from the City Arborist. In deciding whether or not to issue such permit, the City Arborist will consider the following factors:

1. Conformance with the City of Atlanta tree ordinance.
2. Whether the trees involved are historic or specimen trees.
3. The degree to which the proposed cutting or pruning is likely to damage the trees.
4. The impact of the proposed cutting or pruning on Atlanta's urban forest environment.

## **G. Signs Inside of a Building**

Notwithstanding the provisions of **Sec. XX. Signs Not Requiring a Permit**, certain signs inside of a building may require a permit to demonstrate that such signs conform with the zoning district regulations where said signs function in a manner that is substantially equivalent to signs that would require a permit if placed on the outside of that building. Specific examples of signs that function in a manner that is substantially equivalent to signs placed on the outside of a building include the types of signs regulated by this Subsection. However, a sign that is not specifically regulated by this Subsection may still be considered to function in a manner that is substantially equivalent to a sign placed on the outside of a building. This Subsection will be considered authority to require that such sign apply for and receive a Sign Permit that complies with this Division.

1. Illuminated and changing signs may not exceed 30% of the area of any window or door where such sign is installed and must be less than 12 square feet in total size regardless of the size of the window; provided however that no one sign may exceed 6 square feet and further provided that where district regulations impose stricter controls on signs inside of a building or window signs, that the district regulations control. Illuminated or changing signs exceeding these limits will not be considered signs inside of a building and require a Sign Permit.
2. No sign installed in any enclosed space on a roof or rising above the level of a roof in that enclosed space will be considered a sign inside of a building; provided however that where such

## #013

Posted by **Kelly in Edgewood** on **04/30/2025** at **12:58pm** [Comment ID: 1220] - [Link](#)

*Suggestion*

*Agree: 0, Disagree: 0*

Add "priority" trees

Reply by **SiteAdmin** on **05/01/2025** at **11:28am** [Comment ID: 1229] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Thanks. We will be updating the terms related to trees code-wide to align with the TPO.

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signs are permitted by the zoning district regulations they will not be considered to be in conflict with this Subsection.

3. Window coverings of any type being used for the purpose of shielding interior construction activity or a vacant tenant space on the ground level of commercial or multi-family buildings will be considered signs inside of a building and no Sign Permit is required and will be subject to the following limitations:
  - a. In House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, signs posted inside of a building must not exceed 6 square feet in surface area.
  - b. In Campus (CM) Form District or where the district regulations do not otherwise specify, signs posted inside of a building must not exceed 25 square feet in surface area.
  - c. Urban General (UG-) and Urban Core (UC-) Form District signs posted inside of a building may not exceed 50 square feet.
  - d. One sign of the size specified above is allowed for each 400 feet of street frontage or portion thereof, for each separate street on which the property faces, provided however that the posting of an exterior sign will count against the square footage of signs allowed inside of a building.

## H. General Clearance Requirements

1. No sign otherwise permitted in a particular district may project any closer than 18 inches from the inner curbline of a street or driveway.
2. All signs must be so located and must provide such vertical clearance as to provide for safe, convenient and unobstructed passage for pedestrians and vehicles.
3. Above sidewalks or any other public pedestrian ways, vertical clearance to the lower portion of any canopy or marquee sign, projecting sign or wall sign, or freestanding sign must be at least 10 feet.
4. Above parking areas and driveways, other than for large trucks, such vertical clearance must be at least 14 feet.
5. Above service and other driveways for large trucks, such vertical clearance must be at least 14 feet.
6. Signs may not be erected or maintained which obstruct any fire escape, any means of egress or ventilation, or prevent free passage from one part of a roof to any other part thereof; nor may any sign be attached in any manner to a fire escape.

## I. Signs in Historic and Landmark Districts

Signs in a Historic and Landmark District must meet the following standards:

1. The size, scale, and design of the sign must be compatible with the size, scale, and design of the property, building, or site upon which it is to be located.
2. The sign's materials must be compatible with the period and style of the property, building, or site.

3. The sign's location must not obscure any significant architectural features of the building or site.
4. The sign's installation must not irreparably damage any cornice, ornament or similar architectural detail and must be the least damaging method feasible for the property, building, or site.
5. On buildings with masonry facades, signs must be anchored to the exterior face of the building at mortar joints.

## **J. Regulations for Changing Signs**

Where changing signs are allowed, they must meet the following standards:

1. Each message displayed on any changing sign display must remain static for at least 10 seconds following the completion of its transition from the previous message. As used in this Subsection "static" must mean a display that is fixed in one position with no portion of the display being in motion or changing in color or light intensity.
2. When a message is changed mechanically, the transition between a complete static display of the previous message and a complete static display of the next message must be accomplished in 3 seconds or less. The transition period will be measured as that period between any movement of any part of the display of the previous message and the time that the display of the next message is fully static.
3. When a message is changed electronically, the transition between a complete static display of the previous message and a complete static display of the next message must be accomplished in 2 seconds or less. The transition period will be measured as that period between the time that the previous message is static and fully illuminated and the next message is static and fully illuminated.
4. No changing sign may include animated, flashing, full-motion video or other intermittent elements. The transition period between two fully illuminated static messages displays in an electronically changed sign will not be considered an intermittent element so long as the purpose of the changing light intensity is to fade or dissolve into the next message.
5. No changing sign may have any type of changing effect on the border of the sign that is not fully integrated with a static message display and which does not transition to the next static message display in the same manner as the rest of the display.
6. No display or other effect from any electronically changed sign is allowed to cause a glare or other condition that impairs the vision of the driver of any motor vehicle or which otherwise interferes with the safe operation of a motor vehicle. Such display or effect will be considered an acute traffic hazard and will be subject to the regulations contained in this Division.
7. An electronically changed sign using the scrolling of letters, numbers, or symbols onto the sign face to form words or messages must appear on the sign face from only one direction for each static display. Messages transitions achieved by means of the scrolling of the letters, numbers or symbols must be completed within 2 seconds and must remain static for at least 10 seconds following the completion of the transition from the previous message.
8. All signs must appropriately adjust display brightness as ambient light levels change so that the brightness of the display does not cause a glare or other condition that impairs the vision of the driver of any motor vehicle or which otherwise interferes with the safe operation of a motor

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vehicle. The failure of an electronically changed sign to appropriately adjust display brightness as ambient light levels change will be considered an acute traffic hazard and will be subject to the regulations contained in this Division.

9. No malfunction of a changing sign may cause a glare or other condition that impairs the vision of the driver of any motor vehicle or which otherwise interferes with the safe operation of a motor vehicle. Any such condition resulting from a malfunction will be considered an acute traffic hazard and will be subject to the regulations contained in this Division.
10. A sign which is not permitted to be a changing sign and employing any changing sign technology must contain only static messages and is not allowed to change more than once every 24 hours.
11. Permit applications for electronically changed signs must also include a certification from the owner or operator of the sign stating that the sign will at all times be operated in accordance with these standards and that the owner or operator must provide proof of such conformance upon request of the Director.
12. Any existing changing sign must comply with these standards. If an existing changing sign currently cannot meet these requirements due to the limitations of the technology being employed, the owner of the sign is allowed to continue the existing use upon a showing, satisfactory to the Director, that these standards cannot be met.
13. Due to the limitation on distances between certain electronic changing signs, an approved application to employ changing sign technology must be acted upon within the time frames stated on the Sign Permit. After expiration of the permit, a new application for the location is required and the expired permit will be not be considered to bar location of other changing signs due to distance requirements. The Director may issue one extension of 60 days for good cause as shown in writing by the permit holder.

## 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.

Sign Types	House-Scale (H-)	Neighborhood-Scale (N-)	Urban General (UG-)	Urban Core (UC-)	Workplace Flex (WX-)	Workplace (W-)	Special	Definition and Standards
<b>Building Signs</b>								
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
<b>Freestanding Signs</b>								
Entrance	■	■	■	■	■	■	■	Sec. XX
Monument	--	--	■	■	■	■	■	Sec. XX
Suspended	--	--	■	■	■	■	■	Sec. XX
<b>Special Signs</b>								
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.

## B. Sign Type Categories

### 1. Building Signs

Building signs are attached to any part of a building. Building signs include canopy, crown, marquee, painted wall, pedestrian, projecting, wall, and window sign types. The requirements for building signs can be found in **Sec. XX. Building Signs**.

### 2. Freestanding Signs

Freestanding signs are not attached to a building or any structure other than its own support, supported by one or more columns, uprights or braces in or upon the ground, and does not extend over any portion of a building. Freestanding signs include entrance, monument, and suspended sign types. The requirements for freestanding signs can be found in **Sec. XX. Freestanding Signs**.

### 3. Special Signs

Special signs are unique signs with limited application. Special signs include approved historic marker, billboard, feather, flag, landmark, portable, and temporary sign types. The requirements for special signs can be found in **Sec. XX. Special Signs**.

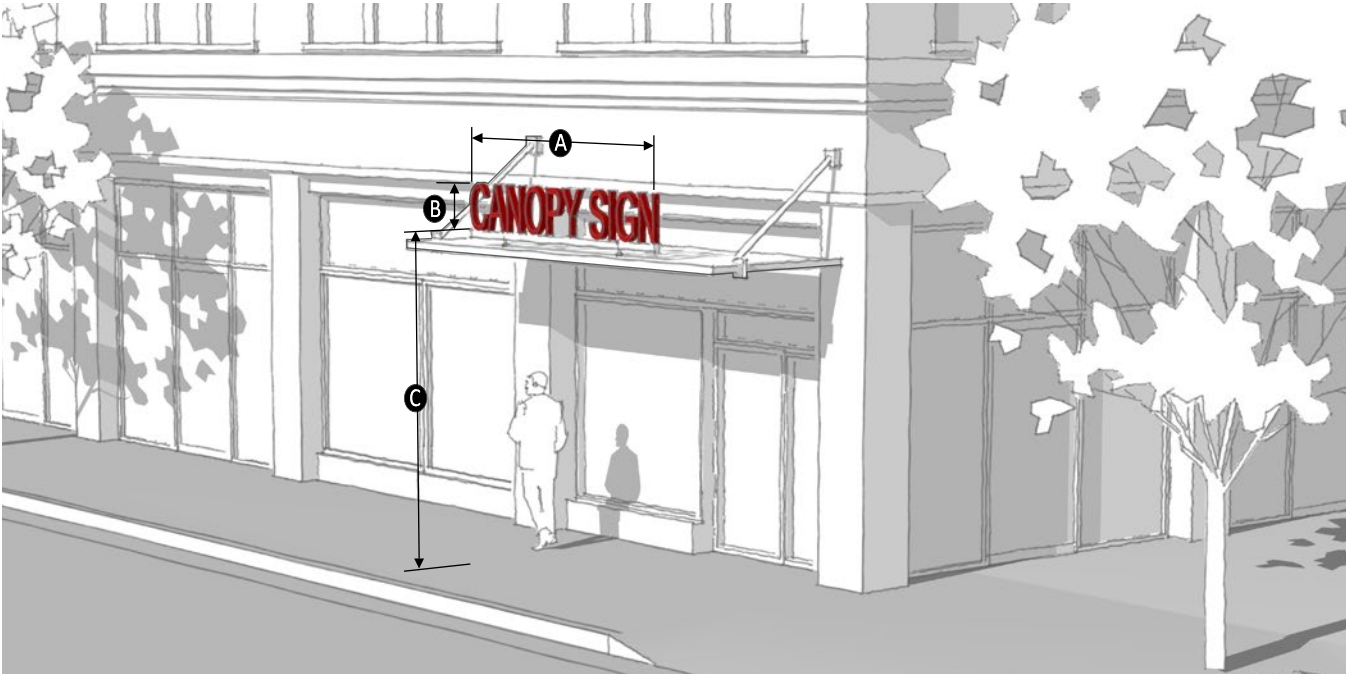
### 4. Alternate Sign Plans

Alternate Sign Plans allow for City Council to approve sign types that do not readily adhere to typical sign types on sites with unique design considerations. The requirements for Alternate Sign Plans can be found in **Sec. XX. Alternate Sign Plans**.



Sec. 8.6.8. Building Signs

A. Canopy Sign



1. Description

A building sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area.

2. General Standards

- a. Only canopies or awnings over ground-story entries or windows may contain a sign.
- b. A canopy sign may be externally and internally illuminated.

3. Number of Signs

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

4. Individual Sign Dimensions

Area per sign (max)	30 SF
A Width (max)	60% of the canopy or awning width
B Height (max)	3 feet
C Clear height above sidewalk (min)	10 feet
Clear height above vehicle area or driveway (min)	14 feet

B. Crown Sign



1. Description

A building sign attached to the exterior wall at the top of a building facade on a building 4 or more stories in height and actually occupied by a principal occupant.

2. General Standards

- a. Must be located on the fourth story or above.
- b. No part of a parking deck may be counted towards meeting the height requirement for this sign type.
- c. Crown signs are permitted only for a building’s owner or principal occupant.
- d. Must not extend above the top of the building.
- e. A crown sign may be externally and internally illuminated.

3. Number of Signs

Total number of building signs (max)	See zoning district sign standards
Number of crown signs (max)	1 per street-facing facade

4. Individual Sign Dimensions

<b>A</b> Area per sign (max)	
4 story building	5% of total facade
Above 4 story building	350 SF

## 5. Additional Standards

Crown signs where permitted by district regulations are subject to the following conditions unless otherwise modified by a more specific district regulation:

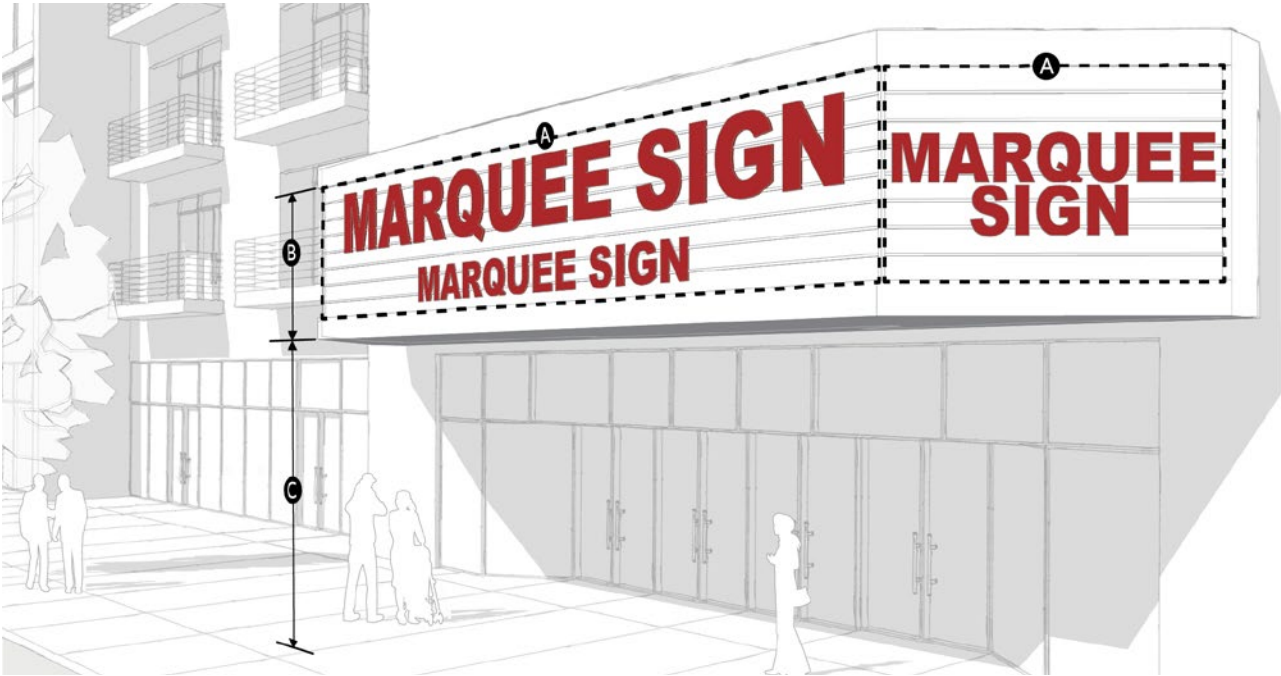
- a. Crown signs may supersede the more restrictive height limit set forth in **Sec. XX. General Sign Standards** including the 200 square foot area limitation imposed by the applicable Form District.
- b. Crown signs will not be included in computing the total area of signage imposed by each zoning district for other signs.
- c. Crown signs are allowed only for an owner or principal occupant as defined in **Sec. XX. Sign Definitions**. Changes in ownership or occupancy that result in non-compliance with this Division requires the removal of the subject sign.
- d. Crown signs are subject to the prohibition against roof signs. Walls erected on the roof of a building regardless of whether such wall projects above its top are not parapet walls and no such wall may be used as a crown sign or to support a crown sign.
- e. An applicant seeking permission to erect a crown sign must provide notarized documentation that it has an ownership interest in the building or that it meets the conditions required to be considered a principal occupant and has permission from the owner to make the application. In determining the level of ownership necessary to qualify as an owner, the City presumes, based on the documentation required to be produced, that the applicant has made such arrangements with other claiming ownership interest as may be necessary to allow the applicant to claim that it may apply for the sign as an owner. As a part of the documentation, which may be, but is not required to be on a form supplied by the City, the applicant will acknowledge and agree:
  - i. That neither the City nor its administrative officials are confirming whether the application is in conflict with the rights of others claiming ownership rights or others claiming to be principal occupants regardless of whether such claims are known or unknown;
  - ii. That the applicant has made the statements in the application subject to the state law penalties which apply to false, fictitious, or fraudulent statements or entries in a matter within the jurisdiction of a department or agency of the government of a city;
  - iii. That the City and its administrative officials are relying on the sworn statements in the application in making its determination that the application meets the criteria set forth in this Division;
  - iv. That the City and its administrative officials are authorized to audit the leases for a principal occupant to verify that the level of occupancy and length of the lease term meets the requirements of this Subsection and that the applicant agrees to cooperate when requested to produce such documents.
- f. The issuance of a Sign Permit pursuant to this Subsection is limited to a determination that the application included the required documentation, that the building on which the sign is to be erected met the requirements of this Subsection and that the sign erected or to be erected met the requirements of this Subsection. Those determinations are, in part, based on the

**SIGNS**

notarized documentation provided by the applicant concerning the allocation of private rights subject to contracts or leases with other parties and therefore the City's issuance of such permit:

- i. Will not be considered to be the decision of the City or any administrative official that such permit has the effect to determine, supersede, amend or modify private rights of ownership in any sign or in any building where such sign may be legally erected in that the City and its administrative officials are relying on the sworn representations of the applicant in issuing the permit; and
- ii. Will not be considered to be the decision of the City or any administrative official that such permit has the effect to determine, supersede, amend or modify the private rights created in or by any lease or contract between any parties in that the City and its administrative officials are relying on the sworn representations of the applicant in issuing the permit; and
- iii. Will not give standing to another party to request that the Board of Zoning Adjustment determine whether ownership rights in the building or a contractual right or leasehold right gives such party the right to control the erection of or the content of the sign for which the permit was issued. While no crown sign may be erected without a Sign Permit, the allocation of the right between private parties as to which party has the right to apply for and erect a permitted crown sign on a building where such sign could otherwise be erected will at all times be determined by the contractual, leasehold or ownership rights of the qualifying principal occupants and the owners, such that in the case of this type of dispute, the parties will be obligated to settle such dispute between them in a court of competent jurisdiction in that the Board of Zoning Adjustment is not empowered to make such determinations.

C. Marquee Sign



1. Description

A building sign painted on or attached across the face of a marquee, including reader-boards, located above a building entrance.

2. General Standards

- a. A marquee sign may be internally illuminated in accordance with **Sec. XX. Sign Lighting**.
- b. A marquee sign cannot encroach over any public right-of-way, including, without limitation, any pedestrian zone.

3. Number of Signs

Total number of building signs (max)	See zoning district sign standards
Number of marquee signs (max)	1 per street-facing facade

4. Individual Sign Dimensions

<b>A</b> Area, all faces (max)	60 SF
<b>B</b> Height above bottom of marquee (max)	5 feet
<b>C</b> Clear height above sidewalk (min)	10 feet

D. Painted Wall Sign



1. Description

A building sign painted on the exterior wall of a building or structure.

2. General Standards

- a. If a painted wall sign is located within a mural, only areas including text count toward the sign area.

3. Number of Signs

Total number of building signs (max)	See zoning district sign standards
Number of painted wall signs (max)	1 per building or per 50 feet of street-facing facade, whichever is greater

4. Individual Sign Dimensions

<b>A</b> Area per sign (max)	
Ground story	50 SF
Upper story	100 SF



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

- a. 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.
- b. Must be located within 5 feet of a ground story tenant entrance.
- c. Must be located at least 15 feet from any other pedestrian or projecting sign.
- d. 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

F. Projecting 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 that does not meet the standards for a pedestrian sign.

2. General Standards

- a. Not allowed above roof line or parapet.

3. Number of Signs

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

4. Individual Sign Dimensions

A Area per sign (max)	50 SF
B Clear height above sidewalk (min)	10 feet
Clear height above vehicle area or driveway (min)	14 feet



G. Wall Sign



<b>1. Description</b>		<b>3. Number of Signs</b>	
A building sign attached flat and parallel to the exterior wall of a building, extending no more than 12 inches from the wall.		Total number of building signs (max)	See zoning district sign standards
<b>2. General Standards</b>		Number of wall signs (max)	1 per business establishment
a. Not allowed above roof line or parapet.		<b>4. Individual Sign Dimensions</b>	
b. May only be displayed on facades that include a customer entrance or the appearance of display windows.		A Area per sign (max)	50 SF
		B Projection depth (max)	1 foot

H. Window Sign



1. Description
A building sign which is painted on, applied to, attached to or projected upon the glass area of a building facade, including doors, or located within 12 inches of the interior of a window.
2. General Standards
a. Window signs may be displayed in ground floor windows only.
b. No combination of temporary and permanent window signs may cover more than 20% of any window panel.

3. Number of Signs	
Total number of building signs (max)	See zoning district sign standards
Number of window signs (max)	2 per lot or 1 per business establishment, whichever is greater
4. Individual Sign Dimensions	
A Area per sign (max)	
With opaque background	10 SF
With no background	None
With illumination or exposed neon	4 SF

Sec. 8.6.9. Freestanding Signs

A. Entrance Sign



1. Description

A freestanding sign that is securely mounted to the ground along its entire length, typically with a solid base, positioned near a driveway or pedestrian access point leading into a development from a public right-of-way.

2. General Standards

- a. Cannot extend within 2 feet of a public right-of-way.
- b. Cannot obstruct vision within the sight triangle.
- c. Must be located 10 feet or more from the principal structure, where possible.
- d. Signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.
- e. Not permitted in one- and two-dwelling unit districts except at the entrance to a subdivision or on a lot with a public and institutional use.
- f. Letters must have a minimum height of 9 inches.
- g. Landscaping is required around the base of the sign.

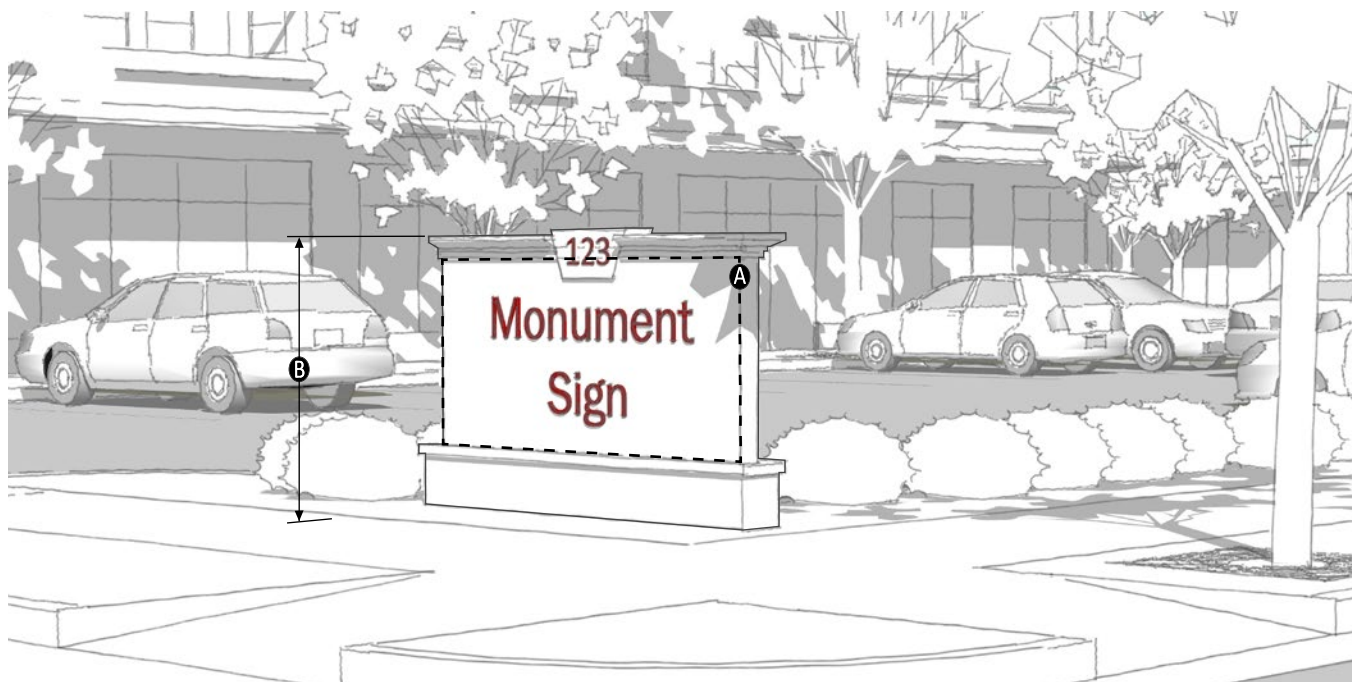
3. Number of Signs

Total number of freestanding signs (max)	See zoning district sign standards
Number of entrance signs (max)	
Lots with 1 street frontage	1 per site
Lots with more than 1 street frontage	1 per street frontage

4. Individual Sign Dimensions

A Area per sign (max)	35 SF
B Height (max)	8 feet

B. Monument Sign



1. Description

A freestanding sign which has a solid base and is attached to the ground along its entire length and that does not meet the description of a entrance sign.

2. General Standards

- a. Cannot extend within 2 feet of a public right-of-way.
- b. Cannot obstruct vision within the sight triangle.
- c. Not permitted on a vacant lot.
- d. Must be located 10 feet or more from the principal structure, where possible.
- e. Signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.
- f. Letters must have a minimum height of 9 inches.
- g. Sign must include street address.

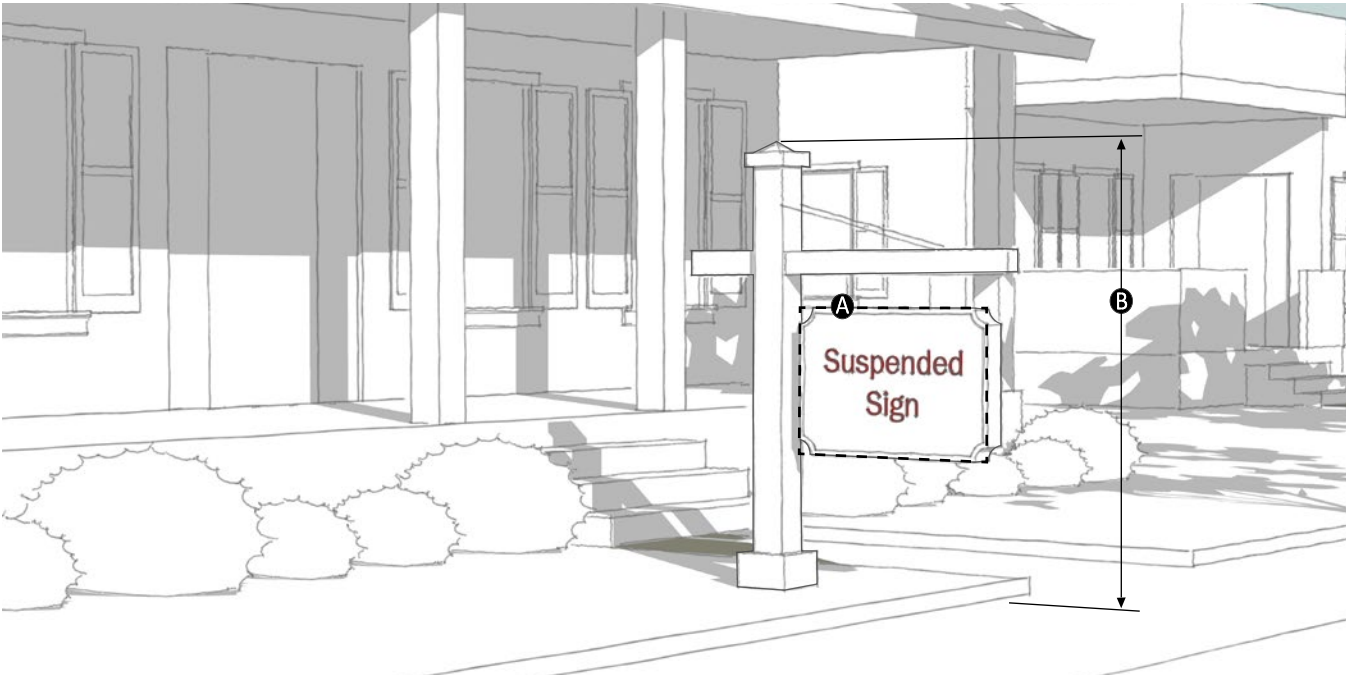
3. Number of Signs

Total number of freestanding signs (max)	See zoning district sign standards
Number of monument signs (max)	
Lots with 1 street frontage	1 per site
Lots with more than 1 street frontage	1 per street frontage

4. Individual Sign Dimensions

A Area per sign (max)	48 SF
B Height (max)	15 feet

C. Suspended Sign



1. Description

A freestanding sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face.

2. General Standards

- a. Cannot extend within 2 feet of a public right-of-way.
- b. Cannot obstruct vision within the sight triangle.
- c. Signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.

3. Number of Signs

Total number of freestanding signs (max)	See zoning district sign standards
Number of suspended signs (max)	
Lots with 1 street frontage	1 per site
Lots with more than 1 street frontage	1 per street frontage

4. Individual Sign Dimensions

A Area per sign (max)	16 SF
B Height (max)	8 feet



## Sec. 8.6.10. Special Signs

### A. Approved Historic Marker

1. An approved historic marker is a sign created through a program directly administered by a non-profit organization chartered for the purpose of research and education in Georgia history.
2. All approved historic markers must be freestanding, two-sided, cast aluminum markers of the same size, shape and height (including the support pole), as that marker previously used by the Parks, Recreation and Historic Sites Division of the Georgia Department of Natural Resources in the State of Georgia historical marker program.
3. An approved historic marker must have a total plate size of 38" x 42" and a black background with text in silver. The lettering of the approved historic marker text will be no more and no less than 1 inch in height and the text must be the same on each side.
4. Any seal of the sponsoring historic society must be painted in the same color as the text and must not exceed an area of 96 square inches.

### B. Billboard Sign

Billboard signs are permitted only in the Workplace (W-) Form Districts and are subject to all of the following requirements:

1. No billboard sign may be located within 300 feet of any residential district boundary line as measured in a straight line from said boundary line to the nearest edge of the sign.
2. No billboard sign may be located within 500 feet of another billboard sign as measured in a straight line from the nearest edge of the signs.
3. No billboard sign adjacent to an interstate highway may be located within 1,000 feet of another billboard sign adjacent to an interstate highway and on the same side of said interstate highway, as measured in a straight line from the nearest edges of the signs.
4. No billboard sign may be located within 300 feet of the boundaries of any property which is now on or may be subsequently named to the National Register of Historic Places or is now or may be subsequently designated as a landmark district, historic district, conservation district, landmark building or site, or historic building or site under **Ch. 8. Landmark and Historic Districts** of the Zoning Ordinance, as measured in a straight line from said boundaries to the nearest edge of the sign.
5. No billboard sign may be located within 300 feet of any governmental building owned by a local, state, or national government, or a public authority thereof, as measured in a straight line from said building to the nearest edge of the sign.
6. No billboard sign may be located within 300 feet of any portion of a Metropolitan Atlanta Rapid Transit Authority station structure as measured in a straight line from said station to the nearest edge of the sign.
7. No billboard sign may be located within 1,000 feet of the Freedom Parkway as measured in a straight line from said parkway to the nearest edges of the sign.

8. No billboard sign may be located in a manner such that any part of said sign is visible from the Freedom Parkway.
9. No billboard sign may be located within 500 feet of the boundaries of a public park as measured in a straight line from said boundaries to the nearest edge of the sign.
10. No billboard sign may be stacked on top of another billboard sign.
11. All distance requirements specified in this subsection apply regardless of the existence of intervening streets or lots.

### **C. Feather Sign**

1. One feather sign not exceeding 15 square feet in sign area may be flown on each lot within the following districts:
  - a. Urban General (UG-) Form Districts;
  - b. Urban Core (UC-) Form Districts;
  - c. Workplace Flex (WX-) Form Districts;
  - d. Workplace (W-) Form Districts; and
  - e. Campus (CM) Form District.
2. Unless attached to a pole or building with a fixed foundation, no more than 1 feather sign can be located between the building and the street.

### **D. Flag**

1. Flags not exceeding 60 square feet are permitted in all zoning districts.
2. Said flag will not be counted in computing the number or total area of signs specified in the district regulations.
3. Flags exceeding these size limits will be permitted and counted as signs to the extent authorized under the applicable district regulations.

### **E. Landmark Sign**

1. In order to be designated as a landmark sign, a sign must meet one or more of the following criteria:
  - a. It is an outstanding example of a sign representative of its era;
  - b. It is one or more of the few remaining examples of past sign design or style;
  - c. It is a sign associated with an event or person of historic or cultural significance to the City; or
  - d. It is a sign of aesthetic interest that is continuing to contribute to the cultural or historical development and heritage of the City.
2. The sign must be approved by the Executive Director of the Atlanta Urban Design Commission as a landmark sign, which will review it based on the criteria of this subsection.

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3. The sign must have been erected 50 years prior to the current calendar year.
4. The sign will not count toward the total sign area or number of signs allowed on a lot.

**F. Portable Sign**

1. Portable signs, subject to **Sec. XX. Sign Permit**, will be permitted in the following districts:
  - a. Urban General (UG-) Form Districts,
  - b. Urban Core (UC-) Form Districts,
  - c. Workplace Flex (WX-) Form Districts,
  - d. Workplace (W-) Form Districts, and
  - e. Buckhead Village Legacy District.
2. Portable signs are only permitted for a period of time not exceeding 30 consecutive days within a 365 day period.
3. At no other time and in no other place will such signs be permitted, except as may be specifically authorized within public rights-of-way under **Sec. XX. Public Right-of-Way Signs**.

**G. Temporary Sign**

1. Temporary signs are permitted in all Form Districts, subject to the applicable sign regulations governing temporary signs in the zoning district. In the event the sign district regulations for such Districts do not set forth limitations on temporary signs, the following apply:
  - a. In House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, two unlighted temporary signs per lot are permitted, each not to exceed 6 square feet in sign area.
  - b. In Campus (CM) Form District, two unlighted temporary signs per lot are permitted, each not to exceed 25 square feet in sign area.
  - c. In all other districts, the following apply:
    - i. Two unlighted temporary signs per lot are permitted, each not to exceed 50 square feet in sign area; or
    - ii. Two unlighted signs of the sign area specified in the applicable district are allowed for each 400 feet of street frontage or portion thereof, for each separate street on which the property faces.
  - d. Where buildings are set back along the front or side street to a depth greater than 10 feet, such sign must not be placed closer than 10 feet to the lot line; where buildings have setbacks less than 10 feet such sign may be placed on the building wall or within the zone between the building wall and the street. No such sign is permitted to be erected within 10 feet of a common lot line.
2. Temporary signage during construction will be permitted as follows:



- a. In House-Scale (H-) and Neighborhood-Scale (N-) Districts, unilluminated signs are permitted in one- and two-dwelling unit housing districts provided they are placed no earlier than the start of construction and removed within 30 days of issuance of a Certificate of Occupancy. Such signs are limited to 1 sign per dwelling not to exceed 6 square feet per contractor or subcontractor.
- b. In all other Form Districts, unilluminated signs are permitted provided they are placed no earlier than the start of construction and removed whenever a Certificate of Occupancy is issued. Such signs are limited to 1 sign per contractor or subcontractor not to exceed 16 square feet per contractor and 6 square feet per subcontractor.
- c. A temporary construction fence around an active construction site may be decorated with colors, graphics, symbols, writing, or other visual presentations. A temporary construction fence is permitted only if it is placed no earlier than the start of construction and removed whenever a Certificate of Occupancy is issued.

### Sec. 8.6.11. **Form District Sign Standards**

The following regulations apply to all signs within the Form Districts indicated. No signs other than those specifically authorized in this Section for each district, must be permitted unless otherwise expressly authorized in **Sec. XX. General Sign Standards** or elsewhere in this Division. All signs authorized in a particular district by this Section will, in addition to these district regulations, meet all other regulations in this Division, including but not limited to **Sec. XX. General Sign Standards** and **Sec. XX. Sign Type Standards**, and also will comply with all other applicable provisions of the Zoning Ordinance.

#### **A. House-Scale (H-) and Neighborhood-Scale (N-) Form Districts**

The following signs are permitted in House-Scale (H-) and Neighborhood-Scale (N-) Form Districts:

##### **1. Number and Area of Signs**

- a. For a residential use, 2 permanent signs per lot are permitted, and each sign must not exceed 2 square feet in sign area.
- b. For Public and Institutional uses, 1 sign per street frontage is permitted, and each sign must not exceed 35 square feet in sign area.
- c. Subdivisions are permitted 1 sign per entrance, and each sign must not exceed 35 square feet in sign area.

##### **2. Setback**

Signs must be mounted flat to the wall of the building, suspended, or not nearer than 30 feet to the street lot line, except that 2 temporary signs are permitted in any building setback.

##### **3. Height**

- a. No freestanding sign for residential use may be higher than 3 feet above ground level.
- b. No freestanding entrance sign may be higher than 8 feet above ground level.

**SIGNS****4. Lighting**

- a. No sign is permitted to be internally illuminated.
- b. No lighting will be permitted which illuminates any area outside of the lot upon which said sign is located.

**5. Animated, Flashing, and Changing Signs**

Animated, flashing, or changing signs are prohibited.

**6. Public Right-of-Way Signs**

No sign is permitted to extend or project over any property line onto sidewalk or street right-of-way.

**B. Urban General (UG-) Form Districts**

Signs within the Urban General (UG) Form District are subject to the following regulations, depending on use district.

**1. Residential (R-) Use Districts****a. Number and Area of Signs**

For all uses permitted in this district, 1 sign per street frontage is permitted, and each sign must not exceed 35 square feet in sign area.

**b. Setback**

Signs must be mounted flat to the wall of the building or not nearer than 30 feet to the street lot line except for signs mounted on a permitted fence or wall.

**c. Height**

No freestanding sign may be higher than 10 feet above ground level.

**d. Lighting**

- i. No sign is permitted to be internally illuminated.
- ii. No lighting will be permitted which illuminates any area outside of the lot upon which said sign is located.

**e. Animated, Flashing, and Changing Signs**

No animated flashing, or changing signs are permitted.

**f. Public Right-of-Way Signs**

No sign is permitted to extend or project over any property line onto sidewalk or street right-of-way.

## 2. All Other Use Districts

### a. Number and Area of Signs

#### i. Building Signs

- a) Wall signs, projecting signs, canopy signs, pedestrian signs, and marquee signs are permitted.
- b) A maximum of 3 building signs are permitted for each business establishment.
- c) The combined area of these permitted building signs must not exceed 10% of the total area of the front wall of each business establishment, and in no case may any individual sign exceed 200 square feet.
- d) Notwithstanding these provisions, every business establishment is entitled to at least 60 square feet total combined sign area.
- e) For corner lots, 1 additional building sign for the business establishment occupying the corner space is permitted, provided it is oriented toward the additional street frontage. The total area of sign must not exceed 10% of the area of the wall of said building occupied by such business establishment and oriented toward the additional street frontage, or 60 square feet, whichever is less.

#### ii. Freestanding Signs

- a) In addition to the building signs permitted in the subsection above, 1 freestanding sign is permitted for each developed lot with a business establishment.
- b) On interior lots, the freestanding sign must not exceed 60 square feet in sign area when located in the required front yard setback.
- c) If located within the buildable area of the lot, said interior freestanding sign may be enlarged from said 60 square foot maximum at a rate of 1 additional square foot of sign area per additional linear foot of setback from the required front yard setback line, measured perpendicularly, up to a maximum of 100 square feet in total sign area.
- d) On corner lots, said freestanding sign must not exceed 90 square feet in sign area when located in the required front yard setback.
- e) If located within the buildable area of the lot, said corner freestanding sign may be enlarged from said 90 square foot maximum at a rate of 1 additional square foot of sign area per additional linear foot of setback from the required front yard setback line, measured perpendicularly, up to a maximum of 130 square feet in total sign area.
- f) In lieu of the freestanding sign, permitted shopping centers are permitted 1 single freestanding business identification sign. Said sign may be located within the required front yard setback. Said sign must not exceed 200 square feet in sign area. Where a shopping center has frontage on 2 or more streets, 1 additional sign is permitted for each additional street frontage provided that such additional street does not face a residential district.
- g) Freestanding signs may not be constructed before the principal building on a lot.

**SIGNS****b. Height**

No freestanding sign is permitted to exceed 35 feet in height above the level of the surface of the pavement of the nearest lane of the main traveled way or 35 feet from the ground at the base of the structure to the tallest part of the structure, whichever is greater.

**c. Animated, Flashing, and Changing Signs**

Animated, flashing, or changing signs are prohibited.

**d. Public Right-of-Way Signs**

No sign is permitted to extend or project over any property line onto sidewalk or street right-of-way.

**e. Billboard Signs**

Billboard signs are prohibited.

**f. Crown Signs**

Crown signs are permitted subject to the restrictions set forth in **Sec. XX. Sign Type Standards**.

**g. Window Signs**

Window sign do not require a Sign Permit prior to display but are only permitted as follows:

- i. Not more than 1 window sign per facade per establishment is allowed.
- ii. Each individual window sign or incidental window sign must not be larger than 4 square feet.
- iii. In no event will one or more such signs cover more than 25% of the area of each window or glass pane in which a sign is placed.
- iv. Such signs must not be illuminated.
- v. Window signs will not be counted toward any wall sign total square footage allowed by the building sign regulations.

**C. Urban Core (UC-) Form Districts****1. General Standards**

Signs within Urban Core (UC-) Form Districts are subject to the following regulations. For purposes of this Subsection, "street" means public streets and private streets, as well as associated public right-of-way including public right-of-way accessible only to pedestrians.

**2. Building Signs****a. Type**

- i. Wall signs, projecting signs, canopy signs, pedestrian signs, and marquee signs are permitted.

- ii. Only 1 of the signs may be either suspended or projecting along each street frontage per business establishment, provided that corner business establishments may have 2 projecting signs limited to 1 projecting sign per street frontage.
- iii. Wrap signs and projection signs are permitted within the time, manner and place limitations contained in this Subsection.

#### **b. Number**

- i. A maximum of 3 signs are allowed for each business establishment on the ground story of a building, except where additional signage is authorized on a monument sign or multi-tenant sign.
- ii. A maximum of 3 signs are allowed for each second story business establishment engaged in a permitted use listed under the commercial, retail, or public and institutional headings of the Use Table (Div. XX) and having a facade that faces a street except where additional signage is authorized on a monument sign or multi-tenant sign.
- iii. One additional sign is allowed for each business establishment occupying corner space that faces two streets and is located on the ground story or second story, provided such sign is oriented toward the additional street.

#### **c. Area**

Where a business establishment is permitted to have signs, the following regulations apply:

- i. The combined area of the signs except for that signage on monument signs or multi-tenant signs if allowed must not exceed 10% of the total area of the walls of the business establishment that face the street but at least 60 square feet of combined sign area is allowed for each business establishment.
- ii. The area of the additional sign for corner spaces must not exceed 10% of the total area of the walls of such business establishment that face the additional street, or 60 square feet, whichever is less and this calculation will exclude that signage on monument signs or multi-tenant signs if allowed.
- iii. No individual sign shall exceed 200 square feet except for wrap signs, where allowed.

#### **d. Height**

The height limitation set forth in Sec. XX. General Sign Standards may be exceeded as follows:

- i. No portion of a sign for a ground story business establishment is permitted to be located more than 40 feet in height above the elevation of the nearest pedestrian zone.
- ii. No portion of a sign for a second story business establishment is permitted to be located more than 50 feet in height above the elevation of the nearest pedestrian zone provided that:
  - a) The sign must located directly above the independent entrance to the second story use; or
  - b) The sign must located directly above or adjacent to windows for such second story use.

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- iii. Notwithstanding the permission for increased height in Urban Core (UC-) Form Districts, no portion of any sign is permitted to extend above the top of the building upon which it is located.
- iv. Height of a wrap sign is not permitted to extend 200 feet in height above ground level.

**3. Freestanding Signs**

- a. Freestanding signs are not permitted other than monument signs.
- b. Monument signs are authorized as a type of sign provided they meet each of the following standards:
  - i. One monument sign is authorized for each building meeting the following requirements:
    - a) The building contains more than 25,000 square feet of gross floor area excluding parking areas; and
    - b) 50% or more of the ground story street-facing facade is located 15 feet or more from the adjacent required amenity zone, measured from the nearest point of said amenity zone to the nearest point of the building, due to lawful nonconforming status of the building.
  - ii. When buildings meeting the requirements of above face 2 or more streets, 2 monument signs are authorized provided that each is oriented toward a different street.
  - iii. Monument signs must not exceed 10 feet in height measured from the lowest point of the elevation of the nearest amenity zone to the highest point of the monument sign. Monument signs must not exceed 4 feet in length and 2 feet in width, measured from the outer edges of the monument sign structure.
  - iv. Monument signs must be located on private property except when expressly authorized to encroach into a public right-of-way by an encroachment agreement approved pursuant to Chapter 138 of the City Code, provided that under no circumstances will a monument sign encroach into required amenity zones or visibility triangles.

**4. Multi-Tenant Signs**

- a. In addition to the signs otherwise authorized in this subsection, buildings with 3 or more tenants are permitted 1 building sign.
- b. Said sign must be erected as a wall sign and must not exceed 100 square feet in sign area.
- c. Where a building with 3 or more tenants faces 2 or more streets, 2 such multi-tenant signs are authorized provided that each is oriented toward a different street.

**5. Animated, Flashing, and Changing Signs**

Except where prohibited in Urban Core 4 (UC4) Form District, animated, flashing, and changing signs are permitted provided that no such sign is erected within 100 feet of an adjoining residential district if visible therefrom

## 6. Public Right-of-Way Signs

Signs extending or projecting over any property line onto sidewalk or street right-of-way are subject to all other provisions of this Division, of the Zoning Ordinance, and of any other applicable requirements of the City of Atlanta Code of Ordinances governing such signs.

## 7. Public Entertainment District Signs

After temporary designation by the City Council of a Public Entertainment District, wrap and projection signs, as a type of building sign, are permitted only in UC3 and UC4 Form Districts and provided they meet each of the following standards:

### a. Display

- i. A projection sign may project video from one location onto a building facade at a different location through use of a color projectors.
- ii. All wrap signs must be constructed and erected as wall signs on a building or structure, including a pedestrian bridge. Each sign face must be made of perforated one-way window tint or film that is fastened directly onto the exterior of the building facade through an adhesive and without use of any suspended cables or other fastening equipment.
- iii. Freestanding wrap signs are specifically prohibited.

### b. Number

- i. No more than 5 wrap signs are permitted.
- ii. No more than 3 projection signs are permitted.
- iii. Projection signs are only permitted to project onto wrap signs.
- iv. A permit may be issued that authorizes both a wrap and a projection sign.

### c. Size

- i. No wrap sign may less than 7,000 nor exceed 45,000 square feet in sign face area.
- ii. Square feet in sign face area for projection signs may not exceed the square feet in area for the wrap sign it is projected on to.

### d. Location

- i. Projection signs are only permitted on buildings greater than 100 feet tall and must face and be visible from Centennial Olympic Park.
- ii. Any building to which a wrap sign is affixed must be on a parcel that has street frontage along Centennial Olympic Drive, Marietta Street or Peachtree Street.
- iii. Any pedestrian bridge to which a wrap sign is affixed must cross over Andrew Young International Boulevard.

### e. Height

No portion of a wrap or projection sign may be placed above, supported on, or extend above

**SIGNS**

the roof of a building.

**f. Duration**

The display of wrap or projection signs may commence no earlier than 7 business days before the beginning of the entertainment event and must be removed no more than 5 business days after the completion of the entertainment event.

**8. Crown Signs****a. Museum Signature Signs**

- i. Notwithstanding the restriction set forth in **Sec. XX. General Sign Standards** museum signature signs are allowed on museums with a gross floor area greater than 75,000 square feet and such museums may combine the 5% allocation allowed for such signs on wall of the museum building. No other museum signature signs will be allowed on other walls of the museum building where the option to combine the 5% per wall allocation is utilized to increase the size of the museum signature sign on any other wall of the museum building.
- ii. Enclosed displays constructed as a part of the design of museums that may be visible from the public right-of-way are permitted as a part of the educational or preservation purposes of the museum in that such displays are intended to represent significant contributions to the cultural heritage or history of the city, the state or the nation, natural history, or the history of science, technology or business.

**b. Principal Occupant Occupancy Limits**

Notwithstanding the restriction on occupancy limits in the definition of Principal Occupant in **Sec. XX. Sign Definitions**, a building tenant who occupies a minimum of 20% or 100,000 square feet of the floor area of a specific building that is available for occupancy is authorized to erect a crown sign, provided all other restrictions set forth in this Division related to crown signs are followed.

**9. Wrap Signs**

In addition to the signs otherwise authorized in Urban Core (UC-) Form Districts, wrap signs are authorized only in UC3 and UC4 and provided they meet each of the following standards:

- a. Wrap signs may be erected only within a public entertainment district delineated and designated by city ordinance; for purposes of this, the definition of public entertainment district in **Sec. XX. Sign Definitions** does not apply. Such public entertainment district are a temporary designation that will not exceed 30 consecutive days, and must be created only in association with an entertainment event that meets the following criteria:
  - i. Occurs within Urban Core (UC-) Form Districts;
  - ii. Occurs in a facility that seats at least 15,000;
  - iii. Has a duration of no greater than 7 consecutive days; and
  - iv. Is likely to have an economic impact on the City during the period of the event of not less than \$25,000,000.00.



- b. Only one wrap sign is authorized on each building facade. No wrap sign may exceed 10,000 square feet in sign face area;
- c. No building can contain more than 4 wrap signs, nor contain more than 40,000 square feet in total sign face area;
- d. All wrap signs must be constructed and erected as wall signs on a building or structure, including a pedestrian bridge. Each sign face will be made of perforated one-way window tint or film that is fastened directly onto the exterior of the building facade through an adhesive and without use of any suspended cables or other fastening equipment. Freestanding wrap signs are specifically prohibited;
- e. No portion of a wrap sign may extend 200 feet in height above ground level; provided further that no part of a wrap sign may be placed above, supported on, or extend above the roof of a building;
- f. The display of wrap signs may commence no earlier than 3 days before the beginning of the entertainment event and ending no more than 2 days after the completion of the entertainment event; and
- g. Any building to which a wrap sign is affixed must be on a parcel that has street frontage along either Marietta Street or Peachtree Street. Any pedestrian bridge to which a wrap sign is affixed must cross over Andrew Young International Boulevard.

## **10. Urban Core 3 (UC3) Form District**

The sign regulations for Urban Core 3 (UC3) Form District are subject to the following additional limitations:

### **a. LSVD Signs**

In addition to the signs otherwise authorized in Urban Core (UC-) Form Districts, LSVD Signs, are a permitted wall sign on a building provided they meet each of the following standards:

- i. LSVD signs erected on a building permitted as a Museum, Gallery, Auditorium, Library or similar cultural facility located within Urban Core 3 (UC3) Form District; and
- ii. No single LSVD sign may exceed 1,500 square feet in total sign face; and
- iii. No portion of an LSVD sign may extend 65 feet in height above sidewalk level; provided further that no part of an LSVD sign may be placed above, supported on, or extend above the building facade to which it is attached; and
- iv. All LSVD signs must be constructed and erected as wall signs or parapet wall signs. Freestanding LSVD signs are specifically prohibited; and
- v. All LSVD signs must otherwise comply with all other provisions of this Division as well as all other laws and regulations of the State of Georgia and the City of Atlanta.

## **11. Urban Core 4 (UC4) Form District**

The sign regulations for Urban Core 4 (UC4) Form District are subject to the following additional limitations:

**SIGNS****a. Multi-Tenant Signs**

Multi-tenant signs are limited to 30 square feet in sign area.

**b. Changing Signs**

No changing signs are permitted, with the exception of theater uses.

**c. Canopy Signs**

No internally illuminated canopy signs are permitted.

**d. LSVD Signs**

No LSVD signs are permitted.

**D. Workplace Flex (WX-) Form Districts****1. Number and Area of Signs****a. Building Signs**

- i. Wall signs, projecting signs, canopy signs, crown signs, painted wall signs, window signs, pedestrian signs, and marquee signs are permitted.
- ii. A maximum of 3 building signs are permitted for each business establishment.
- iii. The combined area of these permitted building signs must not exceed 10% of the total area of the front wall of each business establishment, and in no case may any individual sign exceed 200 square feet.
- iv. Notwithstanding these provisions, every business establishment is entitled to at least 60 square feet total combined sign area.
- v. For corner lots, 1 additional building sign for the business establishment occupying the corner space is permitted, provided it is oriented toward the additional street frontage. The total area of sign must not exceed 10% of the area of the wall of said building occupied by such business establishment and oriented toward the additional street frontage, or 60 square feet, whichever is less.

**b. Freestanding Signs**

- i. In addition to the building signs permitted in the Subsection above, 1 freestanding entrance, monument, or suspended sign is permitted for each developed lot with a business establishment.
- ii. On interior lots, the freestanding sign must not exceed 60 square feet in sign area when located in the required front yard setback.
- iii. If located within the buildable area of the lot, said interior freestanding sign may be enlarged from said 60 square foot maximum at a rate of 1 additional square foot of sign area per additional linear foot of setback from the required front yard setback line, measured perpendicularly, up to a maximum of 100 square feet in total sign area.

- iv. On corner lots, said freestanding sign must not exceed 90 square feet in sign area when located in the required front yard setback.
- v. If located within the buildable area of the lot, said corner freestanding sign may be enlarged from said 90 square foot maximum at a rate of 1 additional square foot of sign area per additional linear foot of setback from the required front yard setback line, measured perpendicularly, up to a maximum of 130 square feet in total sign area.
- vi. In lieu of the freestanding sign, permitted shopping centers are permitted 1 single freestanding business identification sign. Said sign may be located within the required front yard setback. Said sign must not exceed 200 square feet in sign area. Where a shopping center has frontage on 2 or more streets, 1 additional sign is permitted for each additional street frontage provided that such additional street does not face a residential district.
- vii. Freestanding signs may not be constructed before the principal building on a lot.

## **2. Height**

No freestanding sign is permitted to exceed 35 feet in height above the level of the surface of the pavement of the nearest lane of the main traveled way or 35 feet from the ground at the base of the structure to the tallest part of the structure, whichever is greater.

## **3. Animated, Flashing, and Changing Signs**

Animated, flashing, or changing signs are prohibited.

## **4. Public Right-of-Way Signs**

No sign is permitted to extend or project over any property line onto sidewalk or street right-of-way.

## **5. Crown Signs**

Crown signs are permitted subject to the restrictions set forth in **Sec. XX. Sign Type Standards**.

## **6. Window Signs**

Window sign do not require a Sign Permit prior to display but are only permitted as follows:

- a. Not more than 1 window sign per facade per establishment is allowed.
- b. Each individual window sign or incidental window sign must not be larger than 4 square feet.
- c. In no event will one or more such signs cover more than 25% of the area of each window or glass pane in which a sign is placed.
- d. Such signs must not be illuminated.
- e. Window signs will not be counted toward any wall sign total square footage allowed by the building sign regulations.

## **E. Workplace (W-) Form Districts**

### **1. Number and Area of Signs**

#### **a. Building Signs**

- i. Wall signs, projecting signs, canopy signs, pedestrian signs, and marquee signs are permitted.
- ii. A maximum of 3 such signs are permitted for each business establishment.
- iii. The combined area of these permitted signs must not exceed 10% of the total area of the front wall of each said business establishment, and in no case will any individual sign exceed 200 square feet.
- iv. Where existing nonconforming buildings are located immediately adjacent to the street, such buildings will be permitted to have 1 sign, not exceeding 60 square feet in sign area, projecting into the public right-of-way.
- v. Notwithstanding these provisions, every business establishment is entitled to at least 60 square feet total combined sign area.
- vi. For corner lots, 1 additional wall sign for the business establishment occupying the corner space is permitted, provided it is oriented toward the additional street frontage. The total area of said wall sign must not exceed 10% of the area of the wall of said building occupied by such business establishment and oriented toward the additional street frontage, or 60 square feet, whichever is less.

#### **b. Freestanding Signs**

- i. In addition to the building signs permitted, 1 freestanding sign is permitted for each developed lot with a business establishment.
- ii. On interior lots, said freestanding sign must not exceed 60 square feet in sign area when located in the required front yard setback.
- iii. If located within the buildable area of the lot, said interior freestanding sign may be enlarged from said 60 square foot maximum at a rate of 1 additional square foot of sign area per additional linear foot of setback from the required front yard setback line, measured perpendicularly, up to a maximum of 100 square feet in total sign area.
- iv. On corner lots, said freestanding sign must not exceed 90 square feet in sign area when located in the required front yard setback.
- v. If located within the buildable area of the lot, said corner freestanding sign may be enlarged from said 90 square foot maximum at a rate of 1 additional square foot of sign area per additional linear foot of setback from the required front yard setback line, measured perpendicularly, up to a maximum of 130 square feet in total sign area.
- vi. In lieu of the freestanding sign, shopping centers are permitted 1 single freestanding business identification sign. Said sign may be located within the required front yard setback. Said sign must not exceed 200 square feet in sign area. Where a shopping center

has frontage on 2 or more streets, 1 additional sign is permitted for each additional street frontage provided that such additional street does not face a residential district.

## **2. Height**

No freestanding sign may exceed 35 feet in height above the level of the surface of the pavement of the nearest lane of the main traveled way or 35 feet from the ground at the base of the structure to the tallest part of the structure whichever is greater.

## **3. Animated and Flashing Signs**

Animated or flashing signs are permitted provided that no such signs is erected within 100 feet of an adjoining residential district if visible therefrom.

## **4. Changing Signs**

Changing signs are permitted.

## **5. Billboard Signs**

- a. Billboard signs are permitted subject to all other provisions in this Division, specifically including **Sec. XX. General Sign Standards**, any other applicable portion of the Zoning Ordinance, and any other provision of the Code of Ordinances governing billboard signs.
- b. Billboard signs must not exceed 50 feet in height above ground level; provided, however, when the ground level is lower than the level of the adjoining pavement, then a freestanding billboard sign may be raised so as to be not more than 25 feet above the level of the pavement.
- c. Billboard signs must be located within the buildable area of the lot and must not exceed 672 square feet in total sign area.
- d. No billboard sign may be located within 300 feet of a freestanding sign 72 square feet or greater but less than 200 square feet in total sign area.

## **F. Special Form Districts**

### **1. Number and Area of Signs**

- a. A maximum of 1 sign of any type except billboard and portable sign is permitted for each separate street frontage of each business establishment or building.
- b. Such sign must not exceed 30 square feet in sign area.
- c. There is no limit on the number of freestanding signs identifying buildings or providing wayfinding at private universities with a physical campus of over 50 acres within City limits.
- d. Such signs must not exceed 30 square feet in sign area and 8 feet in height, except hospital signs which must not exceed 95 square feet in sign area and 15 feet in height.

### **2. Setback**

- a. Signs must be mounted flat to the wall of the building or not nearer than 20 feet to the street lot line.

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- b. Freestanding signs identifying buildings or providing wayfinding at private universities with a physical campus of over 50 acres within City limits must not be nearer than 10 feet to the street lot line.

**3. Height**

No freestanding sign is permitted to be higher than 24 feet above ground level.

**4. Lighting**

- a. Except for hospital signs at private universities with a physical campus of over 50 acres within City limits, no sign is permitted to be internally illuminated.
- b. No lighting is permitted which illuminates any area outside of the lot upon which said sign is located.

**5. Animated, Flashing, and Changing Signs**

Animated, flashing, or changing signs are prohibited.

**6. Public Right-of-Way Signs**

No sign is permitted to extend or project over any property line onto sidewalk or street right-of-way.

**7. Billboard Signs**

Billboard signs are prohibited.

**8. Crown Signs**

Crown signs are permitted subject to the restrictions set forth in **Sec. XX. Sign Type Standards**.

**Sec. 8.6.12. Legacy District Sign Standards****A. Fort McPherson Legacy District**

The regulations for the Fort McPherson Legacy District are the same as the regulations for Urban General (UG-) Form District sign standards, provided that,

- 1. No freestanding signs are permitted.
- 2. No shopping center signs are permitted.
- 3. In addition to the signs otherwise authorized in this subsection, monument signs are authorized as a type of sign provided they meet each of the following standards:
  - a. For the purposes of this Subsection, "monument sign" means a permanent sign not attached to a building and constructed directly and continuously upon the ground or a grade-level support structure with no separation between the sign and the ground or grade-level support structure. Monument signs must not be supported by visible columns, uprights, poles or braces and must be of continuous solid construction without holes, gaps or spacing;

- b. One monument sign only is authorized for each building containing more than 25,000 square feet of gross floor area excluding parking areas. When a building faces 2 or more streets, 2 monument signs are authorized provided that each is oriented toward a different street;
- c. Monument signs must not exceed 10 feet in height measured from the lowest point of the elevation of the nearest pedestrian zone to the highest point of the monument sign. Monument signs must not exceed 4 feet in length and 2 feet in width, measured from the outer edges of the monument sign structure;
- d. Monument signs must be located on private property except when expressly authorized to encroach into a public right-of-way by an encroachment agreement approved pursuant to Chapter 138 of the City Code, provided that under no circumstances may a monument sign encroach into required pedestrian zones or visibility triangles.

## **B. Buckhead Village Legacy District**

Signs are permitted in the Buckhead Village Legacy District as follows:

### **1. Subarea Regulations**

- a. Specific subarea regulations may allow signage that is not permitted in other subareas or exceeds the height otherwise permitted by the Sign Ordinance.
- b. The maximum height of any sign on any building frontage in Subarea #1 and along on Pharr Road may be 60 feet above adjacent sidewalk-level.

### **2. Type, Number, and Area of Business Identification Signs**

#### **a. Type**

- i. Wall signs, projecting signs, canopy signs, monument signs, freestanding signs, pedestrian signs, and marquee signs are permitted.
- ii. Crown signs are permitted, subject to the restrictions set forth in **Sec. XX. Sign Type Standards** and this Subsection. Historic iconic signs are permitted, subject to the restrictions set forth in this Subsection.

#### **b. Number**

- i. Three signs are allowed on the premises of active sidewalk level uses having a frontage along a public street or a private street where visible from a public street. One sign may be suspended from the wall or project over any frontage if approved in the manner required for its placement unless such signs are restricted by specific sub-area regulations.
- ii. Two signs are allowed on the premises of businesses located on a building floor above sidewalk-level and having a frontage along a public street or a private street where visible from a public street. One sign may be suspended from the wall or project over any frontage if approved in the manner required for its placement.
- iii. For businesses having frontage on more than 1 public street or private street, 1 additional sign for the business establishment is permitted on the premises of such business, provided that no sidewalk level frontage contains more than 3 signs and no frontage above sidewalk level contains more than 2 signs. The total area of increase for any

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additional sign allowed by this Subsection must not cause all signs on a frontage to exceed 10% of the area of the wall area of said building occupied by such business establishment on that frontage or 60 square feet, whichever is less.

**c. Area**

- i. The combined area of permitted signs must not exceed 10% of the total aggregate area of the walls that face the public right-of-way or which face a private drive and are visible from a public right-of-way provided however that at least 60 square feet of combined sign area is allowed.
- ii. No individual sign is permitted to exceed 200 square feet.

**3. Height**

- a. **Sec. XX. General Sign Standards** will be supplanted for Buckhead Village Legacy District by the following height limitations provided however that no portion of any sign may extend above the top of the building upon which it is located where the building height is less than the height permitted for signs.
- b. Where a business establishment is permitted to have signs, the following regulations apply:
  - i. For sidewalk-level business establishments, signs are permitted to a maximum height of 35 feet above the adjacent sidewalk-level.
  - ii. For above sidewalk-level business establishments, signs are permitted to a maximum height of 50 feet above the lowest point of the adjacent sidewalk-level on that frontage provided that:
    - a) The sign must be located directly above the independent entrance to the upper floor use; or
    - b) The sign must be located directly above or adjacent to windows for such upper floor use.

**4. Shopping Center Signs**

- a. Shopping centers are permitted 1 sign in addition to the signs of the businesses therein.
- b. Said sign must be erected as a wall sign or monument sign and must not exceed 200 square feet in sign area.
- c. Where a shopping center has frontage on 2 or more streets, 1 additional wall sign or monument sign is permitted for each additional street frontage.

**5. Signs Extending Over the Public Right-of-Way or Private Drives**

- a. Signs extending or projecting over any property line onto sidewalk or street right-of-way or extending over a private drive and visible from a public street are not permitted without the written permission of the Atlanta Department of Transportation obtained according to their procedures for allowing such encroachments.
- b. Any pedestrian or projecting sign that extends into any private drive on the exterior of any building will be reviewed and approved by the Atlanta Department of Transportation.



**6. Billboard Signs**

Billboard signs are prohibited.

**7. Animated, Flashing, Neon, Changing and Internally Illuminated Signs**

Animated, flashing, neon, changing signs and internally illuminated signs are prohibited.

**8. Historic iconic Signs**

- a. Notwithstanding anything to the contrary in this Section, **Sec. XX. Prohibited Signs**, or **Sec. XX. Nonconforming Signs**, a historic iconic sign is permitted within the district.
- b. Such sign may be re-located from its historic location to a new location within the district when the relocation is in connection with redevelopment of the historic location and the historic iconic sign is preserved in its historic form.
- c. Such requirement of preservation do not preclude repairs and normal maintenance.

**C. Buckhead / Lenox Station Legacy District**

It is the intention of these regulations to address the specific and unusual development patterns, building forms, and mix of uses which currently exist in this Legacy District so as to regulate the size and location of signs, so that only businesses which are clearly intended by building form and placement to be a component part of a unified development or a development utilizing shared access.

**1. General Regulations**

Signs within the Buckhead/Lenox Stations Legacy District are subject to the regulations set forth in this Subsection. For purposes of this Subsection, "street" means public right-of-way, private streets that function as public streets and pedestrian ways. Other references in this Subsection to terms defined in **Sec. XX. Legacy Districts** apply said definitions.

**2. Subareas 1, 2 and 4**

The sign regulations for Subareas 1, 2 and 4 are as indicated below in this Subsection.

**3. Subarea 3**

The sign regulations for Subarea 3 are the same as the sign regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts.

**4. Building Signs****a. Type**

Wall signs, projecting signs, canopy signs, pedestrian signs and marquee signs must be permitted. Only one of the signs may be either suspended or projecting along each street frontage per business establishment, provided that corner business establishments may have two projecting signs limited to one projecting sign per street frontage.

**SIGNS****b. Number**

- i. A maximum of 3 building signs are allowed for each business establishment on the ground story of a building having frontage along a street.
- ii. A maximum of 2 building signs are allowed for each second-level and third-level business establishment having a facade that faces a street. For purposes of this Subsection, "second-level and third-level" means those building floor levels immediately above ground story.
- iii. One additional building sign are allowed for each business establishment occupying a corner space that faces 2 streets and is located on the ground story, second-level or third-level, provided such sign is oriented toward the additional street.

**5. Area**

Where a business establishment is permitted to have building signs, the following regulations apply:

- a. The combined area of the signs must not exceed 10% of the total area of the walls of the business establishment that face the street but at least 60 square feet of combined sign area is allowed for each business establishment.
- b. The area of the additional sign authorized business establishments occupying a corner space must not exceed 10% of the total area of the walls of such business establishment that face the additional street, or 60 square feet, whichever is less.
- c. No individual sign may exceed 200 square feet.

**6. Height**

The height limitation set forth in **Sec. XX. General Sign Regulations** may be exceeded for authorized building signs as follows:

- a. No portion of a sign for a ground story business establishment may be located more than 35 feet in height above the elevation of the nearest sidewalk walk zone or pedestrian path.
- b. No portion of a sign for a second-level or third-level business establishment may be located more than 50 feet in height above the elevation of the nearest sidewalk walk zone or pedestrian path provided that:
  - i. The sign must be located directly above the independent entrance to the second-level or third-level use; or
  - ii. The sign must be located directly above or adjacent to windows for such second-level or third-level use.
- c. No portion of any sign may extend above the top of a building upon which it is located.

**7. Multi-tenant Signs**

In addition to the signs otherwise authorized, buildings with 3 or more tenants are permitted 1 single building sign. Said sign must be erected as a wall sign and must not exceed 100 square feet in sign area. Where a building with 3 or more tenants faces 2 or more streets, 2 such multi-tenant

signs are be authorized provided that each is oriented toward a different street.

## **8. Monument Signs**

For the purposes of this Subsection, “monument sign” means a permanent sign not attached to a building and constructed directly and continuously upon the ground or grade-level support structure with no separation between the sign and the ground or grade-level support structure. Such signs must not be supported by visible columns, uprights, poles or braces and shall be of continuous solid construction without holes, gaps or spacing and shall be authorized as a type of sign, subject to all restrictions and regulations generally applicable to all building signs provided they meet each of the following standards:

### **a. Number**

One monument sign is authorized for each building that contains more than 25,000 square feet of gross floor area excluding parking areas except that no monument sign is authorized for any building that utilizes a regional shopping center sign or utilizes a nonconforming freestanding sign. When buildings which meet these criteria for a monument sign also face 2 or more streets, 2 monument signs are authorized provided that each is oriented toward a different street. Any sign copy appearing on a monument sign will be counted against the number of signs and the total square footage of sign faces to which a business is otherwise entitled.

### **b. Location**

Monument signs must only be located on private property provided that under no circumstances may a monument sign encroach into required pedestrian zones, pedestrian paths, or visibility triangles.

### **c. Size and Height**

Monument signs must not exceed 18 feet in length and 2 feet in width measured from the outer edges of the monument sign, and 5 feet in base height measured from the lowest point of the elevation of the nearest pedestrian zone or pedestrian path to the highest point of the monument sign. A vertical extension is permitted above the 5 feet maximum base height provided such extension does not exceed a total height of 18 feet (including the base height), 8 feet in length and 2 feet in width, all measured in the same manner as stated above. Such signs, when located in a primary or side street yard, must not be situated in a manner that prohibits pedestrian circulation.

### **d. Affiliated Businesses and Affiliated Businesses Utilizing Shared Access**

Businesses that are affiliated, such as through a unified development plan, or in the operation of their businesses through direct shared private street vehicular access to the same public street may utilize monument signs for signage on a monument sign located upon or within 20 feet of a drive lane of such shared vehicular access provided that such monument signage:

- i. Must be directly visible from such adjacent public street;
- ii. Will be counted against the number of signs and the total square footage of sign faces to which a business utilizing such signage is otherwise entitled; and

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- iii. Will be subject to include notarized documentation acknowledging that the City will only issue permits that meet the criteria set forth in this Subsection; that the City is not required to determine whether the requested space on any monument sign is available to such applicant for such use; and that such applicant is responsible for all arrangements with its business affiliates to allow the location of the sign which is the subject of the application on the monument sign. Further, the City's issuance of a Sign Permit pursuant to this Subsection, which is, in part, based on the notarized documentation provided by the applicant:
  - a) Will not be considered to be the City's decision that such permit has the effect to supersede, amend or modify private rights of ownership in the monument sign.
  - b) Will not be considered to be the City's decision that such permit has the effect to supersede, amend or modify private rights in shared access as between any party with claims to the use of such private access.
  - c) Will not give rise to any obligation of the City to defend its issuance of the permit because such issuance granted a vested right to a business to locate on any monument sign. While no sign may be located on any monument sign without a permit, the allocation of all private rights as to who may place a permitted sign on such monument sign will at all times be finally determined by the contractual or ownership arrangements between the business affiliates with respect to such monument sign.

**9. Crown Signs**

Notwithstanding the restriction on occupancy limits in the definition of principal occupant in **Sec. XX. Sign Definitions**, a building tenant who occupies a minimum of 20% or 100,000 square feet of the floor space of a specific building that is available for occupancy is authorized to erect a crown sign, provided all other restrictions set forth in this Division related to crown signs are followed; provided however that crown signs for tenants with qualifying square footage in a qualifying building in a unified development may be located on another building in such unified development under common ownership that meeting the requirements for crown signs in this district provided that the building where the occupancy is located is on an immediately adjacent parcel to the building where the signs are to be erected, the building are not separated by a public right-of-way, and both buildings are served by common pedestrian access and shared parking facilities.

**10. Regional Shopping Center Signs**

In lieu of authorized monument sign(s), a regional shopping center, as defined by **Sec. XX. Sign Definitions**, must be permitted one single freestanding sign which may be a changing sign. Said sign must not be located within the sidewalk walk zone or pedestrian path. Said sign must not exceed 200 square feet in sign area and must not exceed 35 feet in height above the elevation of the nearest sidewalk walk zone or 35 feet from the ground at the base of the structure to the tallest part of the structure, whichever greater. Where such regional shopping centers have frontage on two or more streets, one additional large shopping center sign will be permitted provided that such additional sign is not a changing sign.

**11. Prohibited or Restricted Signs**

- a. Billboard signs are not permitted.
- b. Freestanding signs are not permitted other than monument signs and regional shopping center signs, except that any freestanding sign lawfully constructed prior to the effective date of this Division that is partially or fully destroyed by unintentional means such as fire, storm or other hazards may be reconstructed on its previous footprint to its previous height, size and location.
- c. Unless authorized as regional shopping center signs in Subsection above, animated, flashing, and changing signs are prohibited.
- d. No sign may extend into or project over a amenity zone, pedestrian zone, pedestrian path, or street right-of-way except if expressly authorized to encroach into a public right-of-way by an encroachment agreement approved pursuant to Chapter 138 of the City Code.

**12. Two-Dwelling Unit Developments**

Two-dwelling unit developments are allowed 1 sign per lot not to exceed 2 square feet in sign area. Said sign must be mounted flat to the building or suspended.

**13. Regional Shopping Center Development Major Business Signs**

- a. Where an authorized building sign for a business occupying and actively using over 80,000 square feet in a regional shopping center, as defined by **Sec. XX. Sign Definitions**, would be permitted on an exterior wall of such business, this authorized wall sign, projecting sign, canopy sign, pedestrian sign or marquee sign may be placed on a building on an immediately adjacent lot not separated from the regional shopping center by a public right-of-way. The relocated sign will considered in calculating the size and number of signs that would be permitted for the authorized business identified.
- b. In lieu of an authorized building sign or an authorized monument sign, a business occupying and actively using over 80,000 square feet on a lot immediately adjacent to a regional shopping center, as defined by **Sec. XX. Sign Definitions**, not separated by a public right-of-way is permitted to place this authorized wall sign, projecting sign, canopy sign, pedestrian sign, marquee sign or monument sign for such business on the adjacent regional shopping center building or the lot containing the regional shopping center. The relocated signage will be considered in calculating the size and number of signs that would be permitted for the authorized business identified. A relocated business building identification sign permitted to be relocated by this Subsection may be implemented as either 1 business building identification sign or 1 monument sign. If such relocated business building identification signage permitted is to be installed as a monument sign, it must be located in an area visible from and adjacent to a private drive or pedestrian walkway providing access from the public right-of-way to such business.
- c. No part of the signs permitted by Subsections a) and b) above may extend above the top of the building on which it is placed nor be located on portions of a building containing residential uses. Size of the signage permitted will be determined pursuant to **Sec. XX. General Sign Standards**.

**SIGNS****D. Midtown Legacy District**

The following signs are permitted in the Midtown Legacy District:

**1. Subarea 1: Midtown Commercial**

The regulations for Subarea 1: Midtown Commercial are the same as the regulations for Urban General (UG-) Form District, provided that:

- a. No freestanding signs are permitted.
- b. No shopping center signs are permitted.
- c. Despite any language to the contrary in this Division, the use of Large Screen Video Display (LSVD) utilizing full motion video technology consisting of a matrix board behind which computerized lights are projected to form images, as for a television, is a permitted wall sign on a building within a Mixed Use Technology Center that meets the following criteria:
  - i. A Mixed Use Technology Center exceeds 700,000 square feet and consists of the following mix of uses:
    - a) At least 500,000 square feet of office floor area, a portion of which is leased to a university system of Georgia tenant and the remainder is available for lease by technology companies;
    - b) At least 50,000 square feet of floor area used as a high-performance computing space or data center;
    - c) At least 20,000 square feet of retail space with at least 15,000 square feet being street level retail; and
    - d) At least 20,000 square feet devoted to an outdoor public plaza; and
  - ii. The LSVD sign:
    - a) Must be located on a wall facing the public outdoor public plaza; provided however that the LSVD sign may also be incidentally visible from a public street; and
    - b) Must not create greater hazards or distractions to drivers than other uses or building features permitted by the Zoning Ordinance.

**2. Subarea 2: Midtown Residential and Subarea 3: Juniper East**

The regulations for Subarea 2: Midtown Residential and Subarea 3: Juniper East are the same as the regulations in subsection Urban General (UG-) Form Districts, provided that:

- a. No freestanding signs are permitted.
- b. No shopping center signs are permitted.
- c. Signs may be located as near to the street lot line as the nearest building.

**E. Greenbriar Town Center Legacy District**

The following signs are permitted in the Greenbriar Town Center Legacy District:

1. The regulations for Greenbriar Town Center District Subareas 1, 2, and 3 are the same as the regulations for Urban General (UG-) Form Districts, except as otherwise set forth below.
2. Where a shopping center is located on a parcel larger than 50 acres and the structures on the parcel exceed 500,000 square feet, such use may be allowed signs meeting the following requirements:
  - a. Four freestanding monument style signs each not exceeding 200 square feet in sign area and not exceeding 20 feet in height above the level of the surface of the pavement of the nearest lane of vehicular travel of the adjacent street or 20 feet from the ground at the base of the structure to the tallest part of the structure whichever is greater. The signs may be internally lighted but must not be changing signs:
  - b. The freestanding monument style shopping center signs permitted by this subsection may be installed in any required yard but must be located at least 20 feet from the curb line when adjacent to a street to allow for the future installation of sidewalks and must otherwise meet the requirement set forth in this part as to visibility at intersections.
  - c. Each freestanding monument style shopping center sign permitted by this subsection must be separated from any other such sign by a minimum of 500 feet of frontage along the same street when such sign is located in a required yard but this distance requirement may be reduced to 200 feet for signs located on different streets.
  - d. Where such shopping center has existing signage which faces limited access roadways, 1 existing sign may be converted to a changing sign, which may utilize any technology allowed by the Sign Ordinance provided however that neither the size of the sign face nor the height of the sign may increase. The converted sign will not be counted in the inventory of permitted monument style shopping center signs and will be a conforming sign.
  - e. Any existing signs facing faces limited access roadways, not converted to a changing sign, will be considered non-conforming and will not be counted in the inventory of permitted monument style shopping center signs.

## Sec. 8.6.13. Historic and Landmark District Sign Standards

### A. Cabbagetown Landmark District

#### 1. General Regulations

The following regulations apply to all property located within the Cabbagetown Landmark District:

- a. Billboard signs are not permitted in the Cabbagetown Landmark District; and
- b. No sign will be permitted within the Cabbagetown Landmark District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.

#### 2. The Mill (Subarea 1)

The sign regulations for the Mill (Subarea 1) are the same as the Urban General (UG-) Form District.



**SIGNS****3. Mill Housing (Subarea 2)**

The sign regulations for Mill Housing (Subarea 2) are the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, provided that:

- a. Freestanding signs are not permitted except for public and institutional uses permitted within the subarea;
- b. The location of the sign, unless otherwise specified within this Subsection, are subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness;
- c. Where an existing building is located immediately adjacent to the street, such building is permitted to have 1 sign, projecting into the public right-of-way, subject to all other provisions of this Division regarding projecting signs.

**4. Shotgun and Cottage Housing (Subarea 3)**

The sign regulations for shotgun and cottage housing (Subarea 3) are the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, provided that:

- a. Freestanding signs are not permitted except for public and institutional uses permitted within the subarea;
- b. The location of the sign, unless otherwise specified within this Subsection, are subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness;
- c. Where an existing building is located immediately adjacent to the street, such building is permitted to have 1 sign, projecting into the public right-of-way, subject to all other provisions of this Division regarding projecting signs.

**5. Neighborhood Commercial/Services (Subarea 4)**

The sign regulations for Neighborhood commercial/services (Subarea 4) are the same as the Urban General (UG-) Form District, provided that:

- a. Freestanding signs are not permitted except for public and institutional uses permitted within the subarea and must not exceed 10 feet above ground level.
- b. Where an existing building is located immediately adjacent to the street, such building is permitted to have 1 sign, projecting into the public right-of-way, subject to all other provisions of this Division regarding projecting signs.

**6. Transitional Commercial/Industrial (Subarea 5)**

The sign regulations for Transitional commercial/industrial (Subarea 5) are the same as the Urban General (UG-) Form District, except where commercial or industrial uses in this subarea abut residential uses, no sign may exceed 20 feet above ground level.

**B. Druid Hills Landmark District**

The sign regulations for the Druid Hills Landmark District are the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, provided that:



1. No billboard signs are permitted in the Druid Hills Landmark District.
2. No sign is permitted within the Druid Hills Landmark District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**
3. One sign, not exceeding 20 square feet in sign area, is permitted for multi-dwelling unit uses.
4. For all other nonresidential uses permitted in this District, one sign per street frontage is permitted. Such sign must not exceed 35 square feet in sign area.
5. No sign may be placed nearer than 10 feet to the street lot line.

### **C. M. L. King, Jr. Landmark District**

The following signs are permitted in the M. L. King, Jr. Landmark District:

#### **1. General Regulations**

Notwithstanding any other individual District standards, all signs within the M. L. King, Jr. Landmark District are subject to the following general regulations:

- a. No billboard signs are permitted in the M. L. King, Jr. Landmark District.
- b. No freestanding signs are permitted in the M. L. King, Jr. Landmark District.
- c. No monument signs are permitted in the M. L. King, Jr. Landmark District.
- d. No LSVD signs are permitted in the M. L. King, Jr. Landmark District.
- e. No sign is permitted within the M. L. King, Jr. Landmark District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**
- f. Signs provided for contributing structures must be designed in a manner that is compatible with the design, materials and general character of signage from the time period of historical significance for the structure.
- g. Signs provided for non-contributing structures must be designed in a manner that is compatible with the design, materials and general character of signage from the time period of historical significance for the district.

#### **2. Auburn Avenue Residential District (Subarea 1)**

The sign regulations for Auburn Avenue residential district (Subarea 1) are the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, except that the location of the sign, unless otherwise specified within this Subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness.

#### **3. Residential District (Subarea 2)**

The sign regulations for Residential district (Subarea 2) are the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, except that the location of the sign,

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unless otherwise specified within this subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness.

**4. Institutional District (Subarea 3)**

The sign regulations for Institutional District (Subarea 3) are the same as the regulations for the Special Form Districts, provided that:

- a. The location of the sign, unless otherwise specified within this Subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness; and
- b. Where an existing building is located immediately adjacent to the street, such building is permitted to have 1 sign, projecting into the public right-of-way, subject to all other provisions of this Division regarding projecting signs.

**5. Edgewood Avenue and Auburn Avenues Commercial District (Subarea 4)**

The sign regulations for Edgewood Avenue and Auburn Avenues Commercial District (Subarea 4) are the same as the regulations for the Urban Core (UC-) Form Districts, provided that:

- a. No individual sign may exceed 100 square feet in sign area.
- b. No projecting sign may exceed 8 square feet in sign area.
- c. Sign location on the building must correspond with that portion of the building owned or leased by the person erecting the sign.
- d. Signs must be located as follows:
  - i. In the area of the storefront above the transom and below the second floor windows or centered between the transom and the cornice.
  - ii. On or in display windows or upper facade windows.
  - iii. On or in the glazing of the doors.
  - iv. On the valance of awnings.
  - v. On the fascia or top edge of canopies.
  - vi. Projecting perpendicularly from the building.
- e. Changing signs are prohibited.

**6. Transitional Zone (Subarea 5)**

The sign regulations for Transitional zone (Subarea 5) are the same as the regulations imposed by the underlying zoning designation of each property within this subarea, provided that no such sign is permitted except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts** and no billboard sign is permitted in this subarea.

## D. Washington Park Landmark District

The sign regulations for the Washington Park Landmark District are as follows:

1. No billboard signs are permitted in the Washington Park Landmark District.
2. No sign is permitted within the Washington Park Landmark District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
3. No institutional sign may exceed 35 square feet in sign area.
4. No freestanding sign may exceed 10 feet above ground level.
5. No internally illuminated signs are permitted.
6. No sign displaying the name of a sponsor for any park improvement may exceed 2 square feet in sign area.

## E. Oakland Cemetery Landmark District

The sign regulations for the Oakland Cemetery Landmark District are as follows:

1. No billboard signs are permitted in the Oakland Cemetery Landmark District.
2. No sign is permitted within the Oakland Cemetery Landmark District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
3. No institutional sign may exceed 35 square feet in sign area.
4. No freestanding sign may exceed 10 feet above ground level.
5. No internally illuminated signs are permitted.
6. No sign for any cemetery improvement may exceed 2 square feet in sign area.

## F. Baltimore Block Landmark District

The sign regulations for the Baltimore Block Landmark District are the same as Urban Core (UC-) Form Districts except that:

1. No billboard signs are permitted.
2. No sign is permitted within the Baltimore Block Landmark District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
3. No sign may exceed 100 square feet in sign area except that a projecting sign may not exceed 8 square feet in sign area.
4. Signs must be located as follows:
  - a. On the valance of canopies;

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- b. Mounted flush against the facade of the building adjacent to the front entryway of the unit; or
  - c. Projecting perpendicularly from the building.
- 5. No freestanding signs are permitted.
- 6. No animated, flashing or changing signs are permitted.
- 7. No internally illuminated signs are permitted.

**G. West End Historic District**

The regulations for the West End Historic District must be the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, provided that:

- 1. No billboard signs are permitted in the West End Historic District.
- 2. No sign is permitted within the West End Historic District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
- 3. One sign, not exceeding 20 square feet in sign area, is permitted for multi-dwelling unit uses.
- 4. For all other nonresidential uses permitted in this district, 1 sign per street frontage is permitted. Such sign must not exceed 35 square feet in sign area.
- 5. The location of the sign, unless otherwise specified within this subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness.
- 6. For all legal, nonconforming commercial uses:
  - a. A maximum of 3 building signs are permitted for each business establishment. The combined area of these permitted building signs must not exceed 10% of the wall of the front of each said business establishment, and in no case may any individual sign exceed 100 square feet.
  - b. No projecting sign may exceed 8 square feet in sign area.
  - c. Signs must be located as follows:
    - i. In the area of the storefront centered between the transom and the cornice.
    - ii. On or in display windows.
    - iii. On or in the glazing of the doors.
    - iv. On the valance of the awnings.
    - v. Projecting perpendicularly from the building.
  - d. No freestanding signs are permitted.
  - e. No animated, changing, or flashing signs are permitted.

## H. Hotel Row Landmark District

The regulations for the Hotel Row Landmark District are the same as the Urban Core (UC-) Form Districts, provided that:

1. No billboard signs are permitted in the Hotel Row Landmark District.
2. No sign is permitted within the Hotel Row landmark district except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
3. No sign may exceed 100 square feet in sign area except that a projecting sign may not exceed 8 square feet in sign area.
4. Sign location on the building must correspond with that portion of the building owned or leased by the person erecting the sign.
5. Signs must be located as follows:
  - a. In the area above the transom of the storefront and below the second floor windows.
  - b. On or in display windows or upper facade windows.
  - c. On or in the glazing of the doors.
  - d. On the valance of the awnings.
  - e. On the fascia or top edges of canopies.
  - f. Projecting perpendicularly from the building.
6. No freestanding signs are permitted.
7. No changing signs are permitted.
8. No internally illuminated signs are permitted.

## I. Adair Park Historic District

The following signs are permitted in the Adair Park Historic District:

### 1. General Regulations

Signs within the Adair Park Historic District are subject to the following regulations:

- a. No permit will be issued for the erection of any sign prior to issuance of a Certificate of Appropriateness by the Urban Design Commission pursuant to **Chapter 8. Historic and Landmark Districts**.
- b. No billboard signs are permitted in the Adair Park Historic District.

### 2. Residential Subarea 1

The regulations for the Residential Subarea 1 are the same as the regulations in House-Scale (H-) and Neighborhood-Scale (N-) Form Districts, except that the location of the sign, unless otherwise specified within this subsection, is be subject to the approval of the Urban Design

**SIGNS**

Commission simultaneously with the request for a Certificate of Appropriateness.

**3. Transitional Commercial Subarea 2**

The regulations for the Transitional Commercial Subarea 2 are the same as those for the Urban General (UG-) Form Districts district, provided that:

- a. Where an existing building is located immediately adjacent to the street, such building is permitted to have 1 sign, not exceeding 8 square feet in sign area, projecting into the public right-of-way, subject to all other provisions of this Division regarding projecting signs.
- b. No freestanding sign may exceed 20 feet in height above ground level.

**4. Transitional Industrial Subarea 3**

The regulations for the Transitional industrial Subarea 3 are the same as those for the Urban General (UG-) Form Districts district, provided that:

- a. Where an existing building is located immediately adjacent to the street, such building is permitted to have 1 sign, not exceeding 8 square feet in sign area, projecting into the public right-of-way, subject to all other provisions of this Division regarding projecting signs.
- b. No freestanding sign may exceed 20 feet in height above ground level.

**J. Grant Park Historic District**

Except when otherwise explicitly provided, the provisions of this Division apply to this district.

**1. General Regulations**

- a. No billboard signs are permitted in the Grant Park Historic District.
- b. No animated, changing, or flashing signs are permitted in the Grant Park Historic District.
- c. No internally illuminated signs are permitted in the Grant Park Historic District.

**2. Residential Subarea 1**

The regulations for the Residential Subareas are the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts provided that:

- a. No permit will be issued for the erection of any sign prior to issuance of a Certificate of Appropriateness by the Urban Design Commission pursuant to **Chapter 8. Historic and Landmark Districts**.
- b. The location of the sign, unless otherwise specified within this subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness.
- c. Any nonresidential zoned property must comply with the regulations for the Commercial Subarea 2, as set forth below.

**3. Commercial Subarea 2**

The regulations for the Commercial Subarea 2 are the same as those for the Urban General (UG-)

Form District, provided that:

- a. No permit will be issued for the erection of any sign prior to issuance of a Certificate of Appropriateness by the Urban Design Commission pursuant to **Chapter 8. Historic and Landmark Districts**.
- b. The location of the sign, unless otherwise specified within this Subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness.
- c. Where an existing building is located immediately adjacent to the street, such building is permitted to have 1 sign, not exceeding 8 square feet in sign area, projecting into the public right-of-way, subject to all other provisions of this Division regarding projecting signs.

#### **4. Transitional Industrial Subarea 3**

The regulations for the Transitional Subarea 3 are the same as those for the Workforce (W-) Form Districts, except as otherwise specified within this Subsection.

### **K. Oakland City Historic District**

The following regulations apply to the Oakland City Historic District.

1. Except when otherwise explicitly provided, the provisions of this Division apply to this District.
2. The regulations for this district are the same as the regulations for House-Scale (H-) and Neighborhood-Scale (N-) Form Districts provided that:
  - a. No permit will be issued for the erection of any sign prior to issuance of a Certificate of Appropriateness by the Urban Design Commission pursuant to **Chapter 8. Historic and Landmark Districts**.
  - b. The location of the sign, unless otherwise specified within this Subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness.
3. No billboard signs are permitted in the Oakland City Historic District.
4. No animated, changing, or flashing signs are permitted in the Oakland City Historic District.
5. No internally illuminated signs are permitted in the Oakland City Historic District.

### **L. Castleberry Hill Landmark District**

The sign regulations for the Castleberry Hill Landmark District are the same as those for Urban General (UG-) Form Districts, provided that:

1. No billboard signs are permitted in the Castleberry Hill Landmark District.
2. No sign is permitted within the district except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.

**SIGNS**

- a. The location of the sign, unless otherwise specified within this Subsection, is subject to the approval of the Urban Design Commission simultaneously with the request for a Certificate of Appropriateness.
3. Sign location on the building must correspond with that portion of the building owned or leased by the person erecting the sign.
4. Signs must be located as follows:
  - a. In the area of the storefront above the transom and below the second floor windows or centered between the transom and the cornice;
  - b. On or in display windows or upper facade windows;
  - c. On or in the glazing of the doors;
  - d. On the valance of awnings;
  - e. On the fascia or top edge of canopies; or
  - f. Projecting perpendicularly from the building.
5. Where a principal structure is located immediately adjacent to the street, each business establishment is permitted to have 1 sign that does not exceed 8 square feet in sign area that projects into the public right-of-way, subject to all other provisions of this Division regarding projecting signs. This projecting sign will be considered 1 of the 3 signs allowed for each business establishment.
6. Freestanding signs are permitted in Subarea 2 of the district, provided that they are no taller than the principal structure or 20 ft., whichever is less.
7. The combined area of these permitted building signs must not exceed 10% of the total area of the front wall of each said business establishment, and in no case may any individual sign exceed 200 square feet. Notwithstanding these provisions, every business establishment is entitled to at least 60 square feet total combined sign area.
8. No changing signs are permitted.
9. No internally illuminated signs are permitted.

**M. Means Street Landmark District**

The sign regulations for the Means Street Landmark District are the same as the regulations for the subject property at the time of adoption of the Means Street Landmark District provided that:

1. No sign is permitted within the District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
2. Signs provided for contributing buildings must be designed in a manner that is compatible with the design, materials, location, and general character of sign age from the time period of historical significance for the building;
3. Signs provided for non-contributing buildings must be designed in a manner that is compatible with the design and general character of the non-contributing building upon which it is located;



4. Sign location on a contributing building must correspond with that portion of the building owned or leased by the person erecting the sign;
5. All regulations in **Chapter 8. Historic and Landmark Districts** are met;
6. General advertising signs and billboards are prohibited;
7. Freestanding signs are prohibited;
8. Monument signs are prohibited;
9. LSVD signs are prohibited;
10. Changing signs are prohibited on contributing buildings; and
11. Internally illuminated signs are prohibited on contributing buildings.

## **N. Briarcliff Plaza Landmark District**

The sign regulations for the Briarcliff Plaza Landmark District are the same as the Urban General (UG-) Form Districts, provided that:

1. No sign is permitted within the District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
2. Signs provided for contributing buildings must be designed in a manner that is compatible with the design, materials, location, and general character of signage from the time-period of historical significance for the building;
3. Sign location on a contributing building must correspond with that portion of the building owned or leased by the person erecting the sign;
4. All regulations in **Chapter 8. Historic and Landmark Districts** are met;
5. Neon lighting or similar tubular lighting mechanisms are permitted;
6. The following signs are prohibited:
  - a. General advertising signs and billboards;
  - b. Freestanding signs;
  - c. Monument signs;
  - d. LSVD signs;
  - e. Changing signs on contributing buildings; and
  - f. Internally illuminated signs on contributing buildings, except for signs utilizing neon lighting or similar tubular lighting mechanisms.

## **O. Pratt-Pullman Landmark District**

The sign regulations for the Pratt-Pullman Landmark District are the same as the Urban General (UG-) Form Districts, provided that:

**SIGNS**

1. No sign is permitted within the District except after approval by the Urban Design Commission of a Certificate of Appropriateness as specified in **Chapter 8. Historic and Landmark Districts**.
2. Signs provided for contributing buildings must be designed in a manner that is compatible with the design, materials, location, and general character of signage from the time-period of historical significance for the building.
3. Sign location on a contributing building must correspond with that portion of the building owned or leased by the person erecting the sign.
4. Signs provided for additions to contributing buildings and new buildings must be designed in a manner that is compatible with the design, materials and general character of signage from the time period of historical significance for the district.
5. All regulations in **Chapter 8. Historic and Landmark Districts** are met.
6. As used in the Pratt-Pullman Landmark District, a property signature sign will be defined as a wall sign or a freestanding sign, not greater than 400 square feet and styled in the manner of a movie marquee or train station sign. A property signature sign must not be a pylon sign.
7. The following signs are prohibited:
  - a. LSVD signs;
  - b. Changing signs on contributing buildings; and
  - c. Internally illuminated signs on contributing buildings.

**P. Poncey-Highland Historic District**

1. The sign requirements of the House-Scale (H-) and Neighborhood-Scale (N-) Form Districts apply in Subareas 1, 2, 6, and 7.
2. The sign requirements of the Urban General (UG-) Form Districts apply in Subareas 3, 4, and 5, except as further restricted by "3" and "4" below.
3. Rope LED lighting is prohibited on signs and in windows in Subareas 3, 4, and 5.
4. All original or historic signs must be retained, provided that the sign face maybe changed compliant with this Division if the overall size, shape, depth, location on the building, and materials of the sign and sign structure are retained.

**Sec. 8.6.14. Alternate Design Sign Plan**

- A. In all zoning districts, the City Council may approve an Alternative Design Sign Plan that does not meet the standards of the Sign Ordinance for a development or project by Special Use Permit (**Sec. XX. Special Use Permits**).
- B. The Alternate Design Sign Plan must include a written plan detailing the type, quantity, size, shape, color, and location of all signs permitted within the project or development. Signs within the project or development will be strictly governed by the Alternate Design Sign Plan and the procedures of this Division. Any deviation from the Alternate Design Sign Plan will require City Council approval.

- C. City Council may approve an Alternate Design Sign Plan upon determining the following criteria are met, in addition to any applicable criteria for a Special Use Permit:
  - 1. There is good cause for deviating from a strict application of the requirements of this Division.
  - 2. The Alternate Design Sign Plan will serve the public purposes and objectives set forth in this Division as well or better than signs that would otherwise be permitted for the project.
- D. Applications for an Alternate Design Sign Plan must be submitted in writing to the Director and must be accompanied by the required application fee.
- E. Each application for an Alternate Design Sign Plan must include the following:
  - 1. A written narrative description of the overall plan, including a tally of the total number of signs in the plan and a summary of how the applicant believes the sign plan will serve the objectives set forth within this Division.
  - 2. An illustration of each sign included within the sign plan. For signs with multiple faces, an illustration of each face must be provided.
  - 3. A written description of the type, size, materials, proposed lighting and proposed location of each sign.
  - 4. A map or other written identification and description of all existing signs on the property.

## Sec. 8.6.15. Sign Overlay District Standards

### A. Establishment of Sign Overlay Districts

- 1. The Atlanta City Council originally created the following sign overlay districts:
  - a. Historic Sears Roebuck & Co. Sign Overlay District on May 19, 2014, pursuant to ordinance 14-O-1134, zoning case number Z-14-14.
  - b. Arts & Entertainment Sign Overlay District on June 19, 2017, pursuant to ordinance 17-O-1009, zoning case number Z-17-03.
  - c. Gulch Sign Overlay District on May 21, 2018, pursuant to ordinance 18-O-1212, zoning case number Z-28-01, as amended on January 4, 2021, pursuant to ordinance 20-O-1591, zoning case number Z-20-58.
- 2. With the adoption of this Division, each of the sign overlay districts listed above is hereby re-created and re-adopted, with minor changes to district regulations to eliminate duplicative language and standardize citational references. The public may find the boundary of each Sign Overlay District on the official zoning map sheet # [insert number]. Sign Overlay District map.
- 3. As referenced in the below regulations for some Sign Overlay Districts, there exists a sign plan unique to that Sign Overlay District. Each plan is attached to the ordinance listed above and is incorporated into this Division by reference and is hereby made a public record. Each sign plan is accessible to the public and may be inspected in the office of the Atlanta Municipal Clerk or by requesting from the Clerk a certified copy of the ordinance originally creating the Sign Overlay Districts listed above. Each sign plan is also found in the zoning case number file referenced

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above and may also be inspected in the Office of Zoning and Development. It is also available online at <https://aim-ewebapp-01-finalactions.azurewebsites.net/>.

## **B. Historic Sears Roebuck & Co. Sign Overlay District**

### **1. Creation of District**

There is created within the Sign Ordinance the Historic Sears Roebuck & Co. Sign District, which applies to the property currently known as 675 Ponce de Leon Avenue where a brick structure was constructed in 1926 and later expanded to house the operations of Sears Roebuck & Co. and which later became known as City Hall East. The boundaries of the District are shown on the Historic Sears Roebuck & Co. Sign District Map, which is attached to the Ordinance creating this District. It is the intention of these regulations to address the specific and unique building forms, mass, and scale of the District and regulate the size and location of signs so as to allow signs which are part of a Sign Plan prepared for the district and approved by the National Park Service while accomplishing the goals of this Section and maintaining the separation between on-site and off-site advertising. All signs within the District as set forth in the Sign Plan are permitted under the regulations set forth in this Section even where the erection of such signs might otherwise be in conflict with the Division. Where a sign is specifically prohibited by this Section, such prohibition is in addition to any prohibition otherwise set forth in this Section.

### **2. Sign Plan**

A Sign Plan is adopted at the time of creation of the District and contains certain criteria for Atlanta Office of Buildings to follow when deciding that a proposed sign meets the criteria as set forth in these regulations. Said Sign Plan is attached to the Ordinance creating this District and is incorporated herein by reference. Said Sign Plan is hereby made a public record, is accessible to members of the public, including but not limited to those who are, or may be, affected by it, and is accessible for public inspection in the office of the Atlanta Municipal Clerk by requesting a certified copy of the Ordinance creating the Historic Sears Roebuck & Co. Sign District. It is also available online at <https://aim-ewebapp-01-finalactions.azurewebsites.net/>.

### **3. Definitions**

For the purpose of this Sign Overlay District, the following definitions apply, provided however that other definitions set forth in the Zoning Ordinance may be used to assist with interpretation of this Section, further provided that the definitions set forth in this Section are intended to control because of their specific application to the District and the sign types permitted:

**Blade sign.** A sign attached vertically to a metal blade arm extending horizontally from the building face.

**Building sign.** A type of business identification sign that is allowed in this district to identify the large scale buildings which are part of this development on buildings which are less than 4 stories.

**Extended sign.** A sign attached to a parapet wall or other wall and extending above the top of the wall.

**Historic etched sign.** A building business identification sign or incidental sign consisting of a sign face etched into the facade of the building that was in existence during the period in which Sears Roebuck & Co. business operations were conducted in the building.

**Historic iconic sign.** A crown sign erected on the roof of the Historic Sears Roebuck & Co. Building in substantially the location and massing as the Sears Roebuck & Co. sign that previously existed during the period in which Sears Roebuck & Co. business operations were conducted in the building and used for the same purposes as crown signs.

**Historic Sears Roebuck & Co Building (the “Building”).** The brick building constructed in 1926 and later expanded and which has been approved for placement on the National Register of Historic Places, as shown on the Historic Sears Roebuck & Co. Sign District Map.

**Monument sign.** A permanent sign not attached to a building and constructed directly and continuously upon the ground or a grade-level support structure with no separation between the sign and the ground or support structure. Monument signs must not be supported by visible columns, uprights, poles, or braces and must be of continuous solid construction without holes, gaps, or spacing.

**Pylon sign.** A vinyl sign attached vertically to a metal pylon located in the supplemental zone on private property.

**Property owner sign.** A sign face installed on a sign structure allowed in this district and authorized by the sign plan that is not in use by a tenant as a business identification sign.

**Sign plan.** The comprehensive and uniform elevations, architectural designs, and sign legend for signage approved for this district and applicable to the buildings constructed by Sears Roebuck & Co. and existing in the Historic Sears Roebuck & Co. Sign District as of January 1, 2014.

## 4. Signs

### a. Types

- i. Wall signs, projecting signs, canopy signs, monument signs, extended signs, blade signs, and pylon signs are permitted as business signs.
- ii. Building signs are permitted for the property owner’s business located within the district.

### b. Number

- i. The total number of signs must not exceed the number identified in the sign plan for each type of sign.
- ii. Each tenant may be assigned a maximum of 3 signs in accordance with the procedure set forth for permitting of signs in this district.
- iii. A business establishment located at the corner of a building may be assigned 1 additional business identification sign by the property, owner, said sign to be oriented toward the additional frontage.

### c. Height

The height of signs must not exceed the height specified in the sign plan for each type of sign.

**SIGNS****d. Area**

The total area of any business identification signs in the district must not exceed the square footage specified in the sign plan for each type of sign.

**e. Adjacency**

A sign is permitted to be erected only to identify the business of the property owner or tenants of the building but the assignment of sign locations is controlled by the sign plan.

**f. Assignment of Sign Locations**

- i. Applicants seeking a permit for a sign in this district must submit an application on a form to be developed for this district by the Office of Buildings, which requires certification by the property owner that the requested sign face, size, height, number, and location are authorized by the property owner.
- ii. The sign copy to be displayed must be included in the application.
- iii. One or more signs for a business establishment may be installed in a location other than the premises of the business establishment if so authorized by the property owner.

**5. Crown Signs****a. Types**

Wall signs, projecting signs, and an historic iconic sign are permitted as crown signs.

**b. Number**

One historic iconic sign as identified in the sign plan is permitted. One crown sign is permitted on each side elevation of the building.

**c. Height**

The height of a crown sign must not exceed the height specified in the sign plan for each type of sign.

**d. Area**

The total area of the permitted historic iconic sign and the crown signs in the district must not exceed the gross square footage specified in the sign plan.

**6. Prohibited and Restricted Signs****a. Billboard Signs**

Billboard signs are not permitted other than as specified in the sign plan.

**b. Animated, Flashing, and Changing Signs**

Animated, changing, and flashing signs are not permitted.

**c. Freestanding Signs**

Freestanding signs other than incidental signs, pylon signs, and monument signs specified in the sign plan are not permitted.

## 7. Monument Signs

### a. Number

Monument signs as defined in this Section are authorized not to exceed the number specified in the sign plan and must be installed on private property provided that under no circumstances will a monument sign encroach into required amenity zones, pedestrian paths, or visibility triangles.

### b. Height

The height of monument signs must not exceed the height specified in the sign plan for each type of monument sign.

### c. Area

The total area of each monument sign must not exceed the square footage specified in the sign plan for that type of monument sign.

### d. Shared Access and Assignment of Sign Locations

- i. Monument signs may include business identification signage for multiple businesses located in the district.
- ii. Applicants seeking a permit for a business identification sign on a monument sign in this district must submit an application on a form to be developed for this district by the Office of Buildings, which will require certification by the property owner that the requested sign face and location are authorized by the property owner.

## 8. Incidental Signs

Incidental signs are permitted.

## 9. Historic Etched Signs

Historic etched signs are permitted to remain undisturbed as a non-conforming characteristic of the previous use and do not require a permit.

## 10. Sign Lighting

- a. Signs may be externally lit from the top or the bottom and the lighting must be directed onto the sign face. All sources of light associated with a sign must be effectively shielded from adjacent properties with residential uses.
- b. Signs may be lit in any of the following ways: halo-lit, exposed neon, exposed light bulbs, internally illuminated letters, and externally illuminated letters.

## 11. Property Owner Signs

Property owner signs are permitted to be used by the property owner, the property owner's business within the district, or an event or activity occurring within the district.

## 12. New Buildings

For any building constructed in the district after the effective date of creation of this district, the

signs will be governed by the sign standards for Urban General (UG-) Form Districts.

## **C. Arts and Entertainment Sign Overlay District**

### **1. Intent**

The intent of the City in adopting these regulations is to:

- a. Recognize that large scale sporting events, major conventions, and other large and significant entertainment activities in downtown Atlanta have unique needs for signage which is a critical consideration for sponsors and organizers selecting a location to host the event;
- b. Create the Arts and Entertainment District, as a sign overlay district, and allow, through certain limitations set forth herein (the "Regulations"), additional signage for the specific and unique building forms, mass, scale and use of the buildings within the Arts and Entertainment District;
- c. Expand the economic base of the City, by providing additional employment opportunities and additional tax revenues to the City and the region by making the area of the A&E District more attractive through the management of specialized signage opportunities that will allow large scale sporting events, major conventions, and activities at major entertainment venues to choose the City when evaluating their choices of location;
- d. Manage the placement of the additional signage so as to balance the economic development needs of the City in attracting large scale sporting events, major conventions, and activities at major entertainment venues with the general welfare of residents and businesses;
- e. Create a process for the management of permits for the additional signage pursuant to a cooperation agreement with Atlanta Downtown Improvement District ("ADID") so that the sponsors and organizers of large scale sporting events, major conventions, and qualifying activities at major entertainment venues can deal with a single entity in order to create a "unified look and feel" for their event;
- f. Demonstrate the City's commitment to economic development through its cooperation agreement with ADID so as to allow the contractual governance and enforcement of a unified approach to the streetscape and certain aspects of the built environment for large scale sporting events, major conventions, and qualifying activities at major entertainment venues which will allow the City to focus on traffic planning, crowd control and other key elements of public safety;
- g. Enhance the general streetscape in the area encompassed by the district through the establishment of design guidelines providing additional signage opportunities permitted by these regulations;
- h. Contribute to the overall welfare of the residents in the District by providing a more lively and enhanced streetscape to encourage a walkable downtown with more activity and which could lead to increased property values;
- i. Allow for the management of supplemental signage, art, and other programs by the Atlanta Downtown Improvement District, with the input of other downtown stakeholder's that will protect the public interest and balance the commercial and economic initiatives with an approach designed to keep downtown aesthetically pleasing, safe for pedestrians and vehicular traffic, and respectful of interests of residents and businesses; and



- j. Define the effect of these Regulations on other parts of this Code;

## **2. District Boundaries**

The Arts and Entertainment District (hereafter the “A & E District”) is established. The boundary of the A & E District is shown on the A&E Sign Overlay District Map, which is attached to the Ordinance creating this District. The Regulations apply within the boundary of the A & E District.

## **3. Sign Plan**

A Sign Plan is adopted at the time of creation of the District and contains certain criteria for Atlanta Office of Buildings to follow when deciding that a proposed sign meets the criteria as set forth in these regulations. Said Sign Plan is attached to the Ordinance creating this District and is incorporated herein by reference. Said Sign Plan is hereby made a public record, is accessible to members of the public, including but not limited to those who are, or may be, affected by it, and is accessible for public inspection in the office of the Atlanta Municipal Clerk by requesting a certified copy of the Ordinance creating the A & E District. It is also available online at <https://aim-ewebapp-01-finalactions.azurewebsites.net/>.

## **4. Effect of the Regulations upon Existing Entitlements**

These Regulations are intended to be a part of a larger economic development purpose and a supplement to and an overlay upon the existing zoning and sign regulations already applicable to parcels within the boundaries of the A & E District but have no effect upon the entitlement given by other applicable parts of this Division to businesses and property owners to erect signage within the A & E District.

## **5. Nonconforming**

Where a non-conforming sign is altered or removed, such sign is not permitted to be restored to its previous degree of non-conformity or reconstructed, without regard to whether such alteration or removal was undertaken in connection with the erection of a sign that is permitted only by these regulations, such that the removal of any non-conforming sign will be governed by other applicable parts of this Division and the Zoning Ordinance applicable to non-conformities.

## **6. Effect of Subsequent Rezoning**

The regulations set forth herein continue to apply when the existing underlying zoning is changed unless a specific condition associated with a specific parcel otherwise requires and such condition govern over these regulations.

## **7. Additional Standards for Signs on Buildings or Sites Designated by the Historic Preservation Ordinance**

In determining the appropriateness or location of new signs proposed to be placed under this section, ADID will also make application to the Urban Design Commission which will apply the criteria set forth in the subsection below in addition to the applicable criteria for Certificates of Appropriateness specified in **Chapter 8. Historic and Landmark Districts**.

## **8. Distance limitations**

Distance limitations set forth in O.C.G.A. § 32-6-70 et seq. apply.

**SIGNS****9. Applications Limited**

In recognition of the economic development purpose behind the creation of the Subarea, the adoption of the regulations and the Sign Plan, only applications received from ADID as the permit applicant will be accepted for the additional signs permitted by these regulations and as specified in the cooperation agreement approved by the governing authority.

**10. Action on ADID Applications**

An application by ADID seeking permission to erect a sign found by ADID to meet the criteria of the Sign Plan will be approved by the Director under this subsection even where the erection of such sign might otherwise be in conflict with regulations elsewhere in this Division provided that upon receipt of an application, the structural plans for the erection of the sign are deemed by the Director to meet the applicable building codes through construction review by the Office of Buildings.

**11. Construction Review by the Office of Buildings**

- a. Upon receipt of an application containing the items immediately below, from ADID for permission to erect a sign found by ADID as meeting the criteria of the Sign Plan, the Director will review only the structural plans for the erection of the sign described in the application to determine if the plans for the erection of the sign meet the applicable building codes. If approved, such sign may be erected and operated only in the manner set forth on the approved structural plans.
- b. All applications from ADID for a permit to erect a sign in the district pursuant to these regulations will be submitted to the Director on the application form provided by the Director.
- c. Each application must be accompanied by the applicable fees established by the governing authority as may be amended (or in effect at the time of submittal) from time to time.
- d. All applications for construction, creation or installation of a new sign or for modification of an existing sign must be accompanied by detailed drawings showing the dimensions, design, structure, and location of the sign sufficient to review for compliance with all applicable codes.
- e. No application will be deemed to be accepted by the Director unless all fees are paid and the required drawings are submitted.
- f. Any permanent sign that projects into the right-of-way will be subject to the provisions of Article II of Chapter 138 and must obtain permission from the City to encroach therein in the same manner as canopies, ledges, bay windows, balconies, decorative lighting, flagpoles, gargoyles, architectural embellishments, area walks or similar facilities. If an application for encroachment is pending the fact that such permission is pending will not prevent the Director from receiving an application but no permit for erection will be issued until a fully executed encroachment agreement approved by the Department of Transportation has been received.
- g. All applications are to be reviewed by the Department of Transportation prior to the issuance of a permit to verify that no sign will be erected or lit on a premises or location, in such a manner so as to obstruct the view of, or be confused with any authorized traffic signal, notice or control device, or with lights on any emergency vehicle, or so to create hazards

or distractions to drivers because of direct or reflected natural or artificial light, flashing, intermittent or flickering lighting or real or apparent movement.

- i. If the department of transportation determines that the sign will be a traffic hazard, the Commissioner will deny the application;
- ii. If any sign is found to constitute a traffic hazard after installation by the Department of Transportation, the Commissioner will require the operator of the sign to either reduce the intensity of the condition or effect which causes the hazard to a level acceptable to the department of transportation or if no such reduction is possible, to remove the sign.
- iii. The Commissioner may, through the issuance of a stop work order, cause an immediate cessation of such conditions or effects where an imminent danger to the traveling public is found.

## **12. Criteria for the Sign Plan**

The Sign Plan, which is adopted as a part of the economic development purpose associated with these regulations, is developed based on criteria which are intended to allow flexibility in the development of signage in the district.

- a. The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is to be displayed or suspended;
- b. The use of the building mass and orientation in the placement of the sign so as to define and place strong visual emphasis on the street and other important public open spaces;
- c. Whether the sign will enliven building facades and avoid extensive blank walls that would detract from the visual interest and appearance of an active streetscape and unify a building's appearance so as to add to a street facade's interest, scale and three-dimensional quality;
- d. Whether the signage will direct attention to street level architecture and building uses in a manner that adds richness and variety to the pedestrian experience of the district;
- e. Whether the signage will assist buildings to display a clear pattern of openings and create shadow lines that enhance the street wall;
- f. Standard outdoor advertising billboard proportions of 14'x48' shall be rejected unless used as one component of a multiple sign array of varying proportions;
- g. Where signage is at street level, it should present dynamic, state-of-the-art facades with expressive lighting, audio-visual effects, and dimensional signage;
- h. Signs should appear as an integral part of the building design so as not to appear as an afterthought application;
- i. Whether the sign uses means of illumination such as neon tubes, fiber optics, incandescent lamps, LED's cathode ray tubes, shielded spotlights and wall wash fixtures so as to provide visual interest during nighttime hours is appropriate for placement of the sign when considering the safety of vehicular traffic and the impact on the residential uses that will be affected;

**SIGNS**

- j. The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed.

**13. Cap on Sign Locations**

Not more than 25 sign locations will be authorized by this subsection at any one time within the district. This number is the cap. This cap does not limit the number of supplemental sign permits that may be issued, only the number of locations. In the event all supplemental signage is removed from a sign location, a new sign location may be authorized so long as the total outstanding sign locations does not exceed the cap. For purposes of this Subsection, a sign location mean on the same building or parcel.

**14. Annual Inspection of Signs**

Sign Permit owners shall provide an annual inspection report certified by a licensed engineer that the sign installed pursuant to this subsection is structurally sound and continues to meet the state minimum codes applicable at the time of sign erection.

**15. Signs Not to be Visible from the Interstate**

No supplemental Sign Permit will be issued, nor may any supplemental sign be erected or maintained if the sign face of such sign is visible by drivers on the interstate highway.

**D. Gulch Sign Overlay District****1. Intent**

It is the intent of these regulations to address the specific and unique building forms, mass, and scale of the district and regulate the type, number, height, area, location and all other characteristics of signs to be located therein. All signs within the Gulch Sign Overlay District as set forth in the Sign Plan are permitted under the regulations set forth in this Division, even where the erection of such signs might otherwise be in conflict with the chapter. No new sign proposed by the Gulch Sign District will be considered a billboard as defined.

**2. District Boundaries**

The boundary of the Gulch Sign Overlay District is shown on the Gulch Sign Overlay District Map, which is attached to the Ordinance creating this District. The regulations apply within the boundary of the District.

**3. Sign Plan**

A Sign Plan is adopted at the time of creation of the District and contains certain criteria for Atlanta Office of Buildings to follow when deciding that a proposed sign meets the criteria as set forth in these regulations. Said Sign Plan is attached to the Ordinance creating this District and is incorporated herein by reference. Said Sign Plan is hereby made a public record, is accessible to members of the public, including but not limited to those who are, or may be, affected by it, and is accessible for public inspection in the office of the Atlanta Municipal Clerk by requesting a certified copy of the Ordinance creating the Gulch Sign Overlay District. It is also available online at <https://aim-ewebapp-01-finalactions.azurewebsites.net/>.

#### 4. Applicability

- a. It is the intent of these regulations to address the specific and unique building forms, mass, and scale of the district and regulate the type, number, height, area, location and all other characteristics of signs to be located therein. All signs within the Gulch Sign Overlay District as set forth in the Sign Plan are permitted under the regulations set forth in this Section, even where the erection of such signs might otherwise be in conflict with the Section. No new sign proposed by the Gulch Sign District will be considered a billboard as defined.
- b. All generally applicable sign regulations in this Division will apply unless expressly or clearly contrary to the sign plan or this Section. The regulations contained within this Section will apply in lieu of the specific sign regulations for the underlying zoning district.

#### 5. Definitions

For the purpose of this Section the following definitions apply and are intended to control within and because of their sole and specific application to the Gulch Sign Overlay District and the sign types permitted therein. The signage types in parenthesis are referenced in the Sign Plan other than the following definitions, the provisions and definitions set forth in **Sec. XX. Sign Definitions** apply within the district, however, where there is a conflict, the definition contained in this Section will control.

**3D digital projection sign.** A sign that uses specialized software and hardware within the district to project dynamic video media onto building facades, sidewalks, and/or any three-dimensional object within the district. The receiving surface for any such sign must be located within the district.

**Building marker.** A sign, when cut into a masonry surface or made of bronze or other permanent material. Building markers may be building entry signs, retail signs, lobby signs or other type of signs that may take the form of a building marker.

**Business establishment.** An entity that (i) possesses a valid City of Atlanta business license authorizing that entity to operate on said premises, unless said entity is exempt from business licensing requirements; and (ii) occupies said premises.

**Building entry signs.** A building sign affixed to or above any building pedestrian and porte-cochere entry. The signage types are pedestrian building canopy signs and building entry identification signs.

**Building facade signage.** A building sign attached parallel to but within 72 inches of a building facade wall facing a street, provided that no part must extend beyond the top of the building. Such signs may wrap around the corner of a building. The signage types are digital facade signs), static graphics and static building wraps.

**Crown signs.** A building sign located at the top of a building four or more stories in height above street viaduct level provided that no part must extend beyond the top of the building. For the purposes of this section, no part of a parking deck must be used in calculating the height of the building. The signage type is of building identification signs.

**SIGNS**

**Construction signs.** A temporary sign at ground or street viaduct level affixed to temporary construction barricades, walls, building facades, windows or fences while construction is in progress.

**Event signage.** a temporary or permanent sign affixed to temporary or permanent open-air structures as part of event spaces located in pedestrian gathering areas.

**Land parcel.** A parcel lawfully created through the Office of Zoning and Development's subdivision, consolidation, or acknowledgment process and approved by the director and located at street viaduct level which is bounded by pedestrian ways, public or private streets or alleys.

**Large screen video display (LSVD) sign.** A type of sign that utilizes full motion video technology consisting of a matrix board from or behind which computerized lights are projected to form images, such as a television.

**LCD.** Liquid crystal display.

**LED.** Light-emitting diode.

**Lobby signs.** A sign attached, affixed or hung from a wall or ceiling inside a building lobby which is located at least ten feet inside of the exterior wall or window directly in front of the lobby sign building facade.

**Nit.** A unit of measurement for the total brightness over one square meter of an LED display. This value takes into account all of the contributing factors to brightness such as the number of LEDs per pixel, the pixel pitch (distance between pixels) and the brightness of individual LEDs. A nit is also known as candelas per square meter.

**Person.** Any association, company corporation, firm, individual, organization, or partnership, singular or plural, of any kind.

**Property owner sign.** A sign face installed on a sign structure allowed in this Gulch Sign Overlay District and authorized by the sign plan that is not in use by a tenant as a business identification sign.

**Real estate signs.** Signs that identify or advertise the sale, lease or rental of a particular structure or land parcel and limited to: wall, window and ground signs.

**Retail signs.** Means a building sign on retail storefronts, entries and retail building facades provided that no part extends above the highest slab above the leased premises. The signage types are retail tenant signs and blade signs.

**Sign plan.** The comprehensive and uniform details and specifications for signage approved for this Gulch Sign Overlay District, attached to the original authorizing ordinance for the Gulch Sign Overlay District, and the comprehensive and uniform details specifications and signage approved for the Spring Street Subarea, attached to the authorizing ordinance for the Spring Street Subarea. The respective sign plans are on file with the Office of the Municipal Clerk. The pictures contained in the respective sign plans are illustrative and generally depict the sign types allowed.

**Street viaduct level.** The level of the street network as defined by the general elevation of Centennial Olympic Park Drive NW, Martin Luther King Jr. Drive SW, Mitchell Street NW, Ted Turner Drive NW, Forsyth Street SW and Marietta Street NW. All heights in this section area measured from the street viaduct level unless otherwise indicated.

**Total area of the wall.** The total exterior wall surface area measured in square feet above streetscape viaduct level including all opaque portions, glass portions, and door areas.

**Wayfinding sign.** A pedestrian or auto oriented sign which indicates the route to, direction of or location of a given goal, or which provides regulatory or service information of a non-advertising character.

## 6. Standards

### a. Billboard Signs

New billboard signs are not permitted.

### b. Flashing, Changing Signs, and LSVD Signs

Flashing, changing, and LSVD signs, are permitted as specified in the sign plan.

### c. Public Right-of-Way Signs

Signs extending or projecting over any lot line onto a public sidewalk or public right-of-way must be subject to all other provisions of **Sec. XX. Public Right-of-Way Signs**, and of any other applicable requirements of the Code of Ordinances of the City of Atlanta governing such signs.

### d. Sign Lighting

- i. Signs may be internally or externally lit. All sources of light associated with a sign must be determined not to materially affect or must be effectively shielded from adjacent properties zoned for residential uses.
- ii. Signs may be lit in any of the following ways: internally or externally illuminated, halo-lit, exposed neon, exposed light bulbs, internally illuminated letters, and externally illuminated letters, face lighting, LED displays, LED-faced letters, LCD displays, interactive digital displays, stage and production lighting, and large screen video display (LSVD) as specified in the sign plan.
- iii. All sign lighting must comply with the light intensity limits as set forth in the sign plan. Each sign permit application must include a notarized form that the sign will not exceed those light intensity limits. Each sign permit must be conditioned on such sign not exceeding these light intensity limits
- iv. Upon installation and on an annual basis thereafter, sign permit owner must certify the intensity limits of any lighting from time to time at the request of the city.

## 7. General Regulations

The following general regulations must apply to this chapter:



**SIGNS****a. Portable Signs**

Portable signs are permitted as temporary signs.

**b. Temporary Signs**

Temporary signs do not require a sign permit.

**c. Messages**

The copy of signs allowed herein may not contain obscenities, nudity or sexual conduct as defined by O.C.G.A. § 32-6-52 or as thereafter amended.

**d. Crown Signs**

Crown signs where permitted by this district must be governed by the sign plan.

**e. Signs Inside a Building**

Notwithstanding the provisions of this section, certain signs inside of a building other than temporary signs may require a permit if they are designed to be visible to the general public from a public right-of-way or sidewalk outside of the Sign District. Signs inside of a building are subject only to the provisions of the sign plan and this chapter.

**8. Sign Permits**

The first sign permit in this district must not be issued prior to the receipt by the city of a land development permit application for a parcel or aggregate parcels totaling not less than ten acres within the Gulch Sign Overlay District or not less than one acre within the Gulch Sign Overlay District Spring Street Subarea. This provision will not apply to construction signage.

**9. New Buildings or New Signs**

For any building or sign constructed in the Gulch Sign District after the effective date of creation of this Gulch Sign District, the signage must be governed by this chapter and not the sign regulations for the underlying zoning district. For buildings or signs in existence prior to the effective date of creation of this Gulch Sign District, the signage must be governed by the sign regulations for the underlying zoning district.

**Sec. 8.6.16. Measurement****A. Area of Sign Face and Distance Between Signs**

1. All regulations involving the area of signs specified in this Division will be interpreted to mean measurements of the sign face unless the context, text or usage clearly requires otherwise.
2. All regulations involving distances from or between signs specified in this Division will be interpreted to refer to any part of a sign, including both the sign structure and the sign face.

**B. Computation of Sign Area of Individual Signs**

The area of a sign will be the total area within the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with the total area of any material or color forming an integral part of the



background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing or decorative fence or wall when such fence or wall otherwise meets the regulations of the Zoning Ordinance and is clearly incidental to the display itself.

### **C. Computation of Area of Multi-Faced Signs**

1. Where the sign faces of a double-faced sign are parallel or the interior angle formed by the faces is 60 degrees or less, only one display face will be measured in computing sign area.
2. If the two faces of a double-face sign are of unequal area, the area of the sign will be the area of the larger sign face.
3. In all other cases, the areas of all sign faces of a multi-faced sign will be added together to compute the area of the sign.

### **D. Computation of Height of Sign**

1. The height of a sign will be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade will be construed to be the lower of existing grade prior to construction, or the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.
2. In cases in which the normal grade cannot reasonably be determined, sign height will be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

## **Sec. 8.6.17. Relief**

The provisions of the Sign Ordinance are varied only pursuant to the following requirements:

- A. The Board of Zoning Adjustment, the Urban Design Commission, or any other duly authorized administrative body have the power to grant variances relating to the height of signs, sign setbacks, topographic conditions which would prevent the erection of a sign which is otherwise permissible under this Division, and similar minor variances, according to their authority, and which are not otherwise expressly prohibited below.
- B. Neither the Board of Zoning Adjustment, the Urban Design Commission, nor any other authorized administrative body have the power or authority to vary the express terms of this Division related to the number of signs, the total area of signs permitted on a lot, distance and spacing requirements, or removal of illegal signs. Further, the board or other commission or administrative body have no power to permit within any zoning district within the City of Atlanta any sign not otherwise authorized by this Division.
- C. Appeals from decisions of the Director are authorized by **Div. XX. Quasi-Judicial Review.**

## Sec. 8.6.18. Sign Permits

### A. Permit Required

#### 1. General Requirements

- a. No sign may be placed, constructed, erected or modified without first securing a Sign Permit from the Director in accordance with these procedures, except for those signs exempted by the specific language of **Sec. XX. Sign Permit Not Required**.
- b. No Sign Permit of any kind will be issued for an existing or proposed sign unless such sign meets all of the requirements of this Division, and all other applicable requirements of the Zoning Ordinance or is a lawful nonconforming sign under **Sec. XX. Nonconforming Signs**.
- c. A Sign Permit is required for a change of materials or for the substitution of panels or faces on a billboard sign to verify that the sign is structurally sound, is at a location, and is of a size and height, which meets the requirements for a lawful sign under the Zoning Ordinance.
- d. No Sign Permit will be issued for any change to a legally nonconforming sign that enlarges or expands the degree of nonconformity, provided however that repairs and normal maintenance of legally nonconforming signs including the repairs and maintenance necessary to allow conversion of the sign face for the utilization of changing sign technology will not be considered an expansion of the degree of nonconformity. An existing changing sign that is legally nonconforming will be allowed to utilize this provision for purpose of installing a different changing sign technology.

#### 2. Requirements for Portable Signs

Portable signs are allowed only in accordance with the provisions of **Sec. XX. General Sign Standards** and only upon the issuance of a Sign Permit, which is subject to the following additional requirements:

- a. A Sign Permit allows the use of a portable sign only for one single continuous specified 30-day period.
- b. Only 1 sign permit for a portable sign may be issued to the same business license holder on the same lot for the same business.
- c. A portable sign is allowed only in the districts specified in **Sec. XX. General Sign Standards** and is subject to all other requirements for portable signs as set forth in this Division, the Zoning Ordinance, and in any other applicable City of Atlanta Code section.

### B. Permit Not Required

The following signs are not required to obtain a Sign Permit as long as all applicable requirements in this Division and the City Code are met:

1. Temporary signs, see **Sec. XX. Sign Type Standards**.
2. Any sign inside a building provided that such signs otherwise comply with the requirements of this Division, see **Sec. XX. General Sign Standards**.
3. Lights and decorations.

4. Flags.
5. Signs allowed within public rights-of-way according to **Sec. XX. Public Right-of-Way Signs**, except where that Section requires a Sign Permit.
6. Parking lot identification signs required by the zoning district.
7. Approved historic markers, according to **Sec. XX. Sign Type Standards**. Signs which do not meet the requirements for approved historic markers provided in **Sec. XX. Sign Type Standards** as to size, shape, height, plate size, and allowable text or decoration are not "approved historic markers," even if erected for the purpose of commemorating historical events or persons, and will be required to obtain a permit in accordance with the Atlanta Sign Ordinance.
8. Signs not visible from the public right-of-way at private universities with a physical campus of over 50 acres within City limits.

## C. Permit Review

### 1. Application Submittal

All applications for sign permits must be submitted to the Director on an application form provided by the Director, and to be complete must include the following:

- a. Each application must be accompanied by the applicable fees established by the governing authority.
- b. No application will be deemed to be accepted by the Director unless all fees are paid and all information reasonably required by the Director is provided by the applicant.
- c. All applications for construction, creation, or installation of a new sign, or for modification of an existing sign, must be accompanied by detailed drawings showing the dimensions, design, structure, and location of each particular sign, as well as total wall area dimensions when necessary to determine compliance with this Division.
- d. One application and permit may include multiple signs on the same lot where multiple signs are allowed according to this Division.

### 2. Application Review and Director Decision

All complete applications for sign permits will be either issued or denied within 45 days of their submission unless the applicant consents in writing to extend the time period to a date certain. If the Sign Permit is neither issued nor denied within this time period, the applicant may at **014**ir own risk erect a sign meeting the requirements of this Division as if the application had been granted. The Director is authorized, however, upon determination that a sign, erected for any reason, is not in compliance with these regulations, to take the appropriate action necessary to cause it to come into compliance or to be removed if illegal.

- a. After examination of an application, including an application which has been filed for more than 30 days, the Director will either:
  - i. Issue the Sign Permit if the sign conforms in all respects to the requirements of the Zoning Ordinance and all other applicable City Code provisions; or

## #014

Posted by **Marion Park** on **04/30/2025** at **1:20pm** [Comment ID: 1221] - [Link](#)

*Question*

*Agree: 0, Disagree: 0*

Director?...Director of Zoning as in Director Holmes??

Reply by **SiteAdmin** on **05/01/2025** at **11:31am** [Comment ID: 1230] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

In the case of signs, it's the Director of the Bureau of Buildings. Otherwise, it's the Director of the Office of Zoning and Development.

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- ii. Deny the Sign Permit if the sign fails in any way to conform to the requirements of the Zoning Ordinance or any other applicable City Code provision. In case of a denial, the Director will notify the applicant in writing at the e-mail address set forth in the application. The applicant may appeal the denial to the BZA within 30 days of the written decision or appeal directly to Fulton County Superior Court in the manner authorized by State law. In the event the applicant appeals to the BZA, the BZA will hear and decide the appeal within 45 days of the appeal date unless the applicant consents in writing to extend the time period to a date certain.
- b. No illegal display, feature, attribute or other part of any otherwise permitted sign will be considered legally nonconforming and no illegal sign will become legally nonconforming by reason of failure of the Director to deny the Sign Permit within 45 days of the submission of the application.

**D. Criteria for Review and Decision****1. Signs in Landmark and Historic Districts**

In determining the appropriateness or location of new signs proposed to be placed within the boundaries of any landmark building and site, historic building and site or any property within a landmark district or historic district, the Urban Design Commission will apply the following criteria in addition to the applicable criteria for Certificates of Appropriateness specified in **Sec. XX.**

**Certificate of Appropriateness:**

- a. The content of the message to be conveyed will not be considered.
- b. Whenever in these regulations a Certificate of Appropriateness is required for a sign, the Certificate will be granted or denied within 30 days from the filing of the initial application. If the Certificate is not granted or denied within that time period, the applicant may proceed as if the Certificate had been granted. Provided, however, if the Commission subsequently takes action on the Certificate, the Director is authorized to take the appropriate action necessary to cause the sign to come into compliance with that decision.
- c. Any appeal from any decision made on the issuance or denial of a Certificate will be granted or denied within 60 days of the initial filing of the appeal. If the appeal is not granted or denied within this time period, the applicant may proceed as if the appeal was decided in his favor. Provided, however, if action is subsequently taken on the appeal, the Director is authorized to take the appropriate action necessary to cause the sign to come into compliance with that decision.

**E. After Permit Review****1. Inspections**

The Director can, at any time deemed necessary, inspect each sign regulated by the Zoning Ordinance to ensure conformity with these regulations and other ordinances of the City. The Director is authorized and empowered to revoke any Sign Permit issued upon failure of the permit holder to comply with any provision of this Division or other ordinances of the City, or to take other action lawful and necessary to assure correction of violations.

## 2. Lapse of Sign Permit

A Sign Permit will be deemed to lapse automatically and will be deemed illegal if the business license for the premises lapses, is revoked, or is not renewed. A Sign Permit will also lapse if the activity on the premises is discontinued for a period of 180 days or more and is not renewed within 30 days of a notice to the last permit holder, sent to the premises, that the Sign Permit will lapse if such activity is not renewed.

### Sec. 8.6.19. Violations and Enforcement

- A. Any person violating any provision of this Division are guilty of an offense and punished in accordance with the enforcement provisions of Chapter 9. Administration.
- B. This Division is enforced by the Director, except where otherwise specified.
- C. Each sign installed, created, erected or maintained in violation of this Division is considered a separate violation, and each day of a continued violation for each sign is considered a separate violation when applying the penalties of Chapter 9. Administration.
- D. In addition to the enforcement and penalty provisions in Chapter 9. Administration, the Director is authorized to remove any illegal sign and place a lien for the removal costs against the property upon which the sign was located prior to removal.
- E. Any person damaging any tree in violation of this Division will, in addition to other penalties imposed by the Zoning Ordinance, be required to replace any such tree with a healthy tree or trees of like caliper and species, if, in the judgment of the City Arborist, such tree is permanently injured or impaired or in danger of dying as a result of such damage.

### Sec. 8.6.20. Sign Definitions

The following definitions apply to this Division unless specifically stated otherwise. Any word or phrase not defined below but otherwise defined in the Zoning Ordinance will be given the meaning set forth in the Zoning Ordinance. All other words and phrases will be given their common ordinary meaning unless the context clearly requires otherwise.

**Adjacent to an Interstate Highway.** Located within 500 feet of the nearest outer edge of the pavement of any interstate highway, limited access freeway or expressway within the City, regardless of the existence of intervening streets or lots.

**Animated Sign.** A sign that uses movement or change of lighting to depict action or create a special effect or scene.

**Banner.** A sign of lightweight fabric or similar material that is mounted to a pole or a building by a permanent frame at one or more edges. A flag is not considered a banner.

**Beacon.** Any light with one or more beams that:

- 1. Is directed into the atmosphere; or
- 2. Is directed at one or more points not on the same lot as the light source; or
- 3. Rotates or moves.

## #015

Posted by **Marion Park** on **04/30/2025** at **1:24pm** [Comment ID: 1223] - [Link](#)

*Question*

*Agree: 0, Disagree: 0*

Is Chapter 9 Administration in the current zoning code, and will it remain the same moving forward?

Reply by **SiteAdmin** on **05/01/2025** at **11:32am** [Comment ID: 1233] - [Link](#)

*Answer*

*Agree: 0, Disagree: 0*

Chapter 9 contains the administrative procedures. It can be reviewed here: <https://atlzoning.konveio.com/module-iii-discussion-draft-chapter-9-administration>

**SIGNS**

A sign created solely by a light or lights projected onto an immovable and unchanging surface is not included in this definition.

**Billboard.** A sign, other than a crown sign, over 200 square feet but not greater than 672 square feet. Any sign that requires a Georgia Department of Transportation Outdoor Advertising Permit is also a billboard.

**Building Marker.** A sign, when cut into a masonry surface or made of bronze or other permanent material.

**Building Official.** The Director, Office of Buildings or such person's designee.

**Building Sign.** See **Sec. XX. Sign Type Categories.**

**Business Establishment.** An entity that:

1. Possesses a valid City of Atlanta business license authorizing that entity to operate on said premises, unless said entity is exempt from business licensing requirements; and
2. Occupies said premises.

**Canopy Sign.** See **Sec. XX. Canopy Sign.**

**Changing Sign.** A sign that is capable of changing the visible display of words, numbers, symbols, graphics or position or format of word messages or other displays when such changes are actuated by any type of remote control or automatic mechanism rather than manually. Changing signs include mechanically operated devices which change the message through rotation of any type of panel and signs which are illuminated partially or entirely by a matrix of electric lamps, movable discs, movable panels, light apertures, the use of light emitting diodes, back lighting, or any other light source that is electronically changed. Any changing sign that includes both mechanical and electronic elements will be regulated as an electronically changed sign. A sign that changes no more frequently than once every 24 hours will not be considered a changing sign.

**Copy.** The portion of a sign containing a message consisting of words, numbers, symbols, logos, or any other visual image whether such message or part of such message is permanently affixed or capable of being changed in any manner. Where the term "message" is used in this part, such term refers to the entire "copy" and all other parts of the sign face.

**Crown Sign.** See **Sec. XX. Crown Sign.**

**Director.** The Director, Office of Buildings or such person's designee.

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**District.** A zoning district, whether underlying, overlay or floating.

**Entrance Sign.** See **Sec. XX. Entrance Sign.**

**Feather Sign.** A sign consisting of a piece of fabric or similar material that is typically tall and slender with a dimensional ratio of 4 high to 1 wide and attached to a support pole. A flag is not considered a feather sign.

**Flag.** A sign consisting of a piece of fabric or similar material attached at one end to a pole or building and hanging freely such that it may flutter or move in the wind.



#016

Posted by **Marion Park** on **04/30/2025** at **1:22pm** [Comment ID: 1222] - [Link](#)

*Agree: 0, Disagree: 0*

Director of Buildings or designee, okay

**Flashing Sign.** A sign, the illumination of which is not kept constant in intensity at all times when in use, or which exhibits sudden or marked changes in lighting effects.

**Freedom Parkway Corridor.** The parkway, formerly known as the Presidential Parkway, located between the convergence of Interstate Highways 1-75 and 1-85 (known as the Downtown Connector) and either Ponce de Leon Avenue or Moreland Avenue, and including both the pavement of said parkway and all right-of-way associated with said parkway.

**Freestanding Sign.** See [Sec. XX. Sign Type Categories](#).

**Historic Iconic Sign.** A roof sign erected on an establishment within the district, both of which were in continuous existence for at least 40 years prior to the creation of the district.

**Illegal Sign.** A sign erected or maintained without a lawful permit or other authorization specified in this Division.

**Large Screen Video Display (LSVD) Sign.** A sign that utilizes full motion video technology consisting of a matrix board behind which computerized lights are projected to form images, as for a television. LSVD signs will be separately regulated and authorized in strict accordance with the Urban Core (UC-) Form District and other regulations specified herein.

**Landmark Sign.** A sign that exhibits unique design characteristics that enhance the streetscape or the identity of a neighborhood and contributes to the historical or cultural character of the area of community at-large.

**Marquee.** Any permanent, roof-like structure attached to and projecting beyond a building or extending along and projecting beyond the wall of a building, generally designed and constructed to provide protection from the weather.

**Marquee Sign.** See [Sec. XX. Marquee Sign](#).

**Monument Sign.** See [Sec. XX. Monument Sign](#).

**Museum.** A facility meeting the following criteria:

1. Is used for educational or preservation purposes;
2. Owns utilizes tangible inanimate objects of historical or cultural significance;
3. Is organized for the care of those objects and exhibits them to the public on a regular schedule;
4. Interprets the cultural heritage or history of the city, the state or the nation, natural history, or the history of science, technology or business;
5. Devotes less than 15% of the floor area of the primary building for retail, restaurant or other commercial purposes, excluding any parking facilities.

**Museum Signature Sign.** A crown sign on a museum.

**Nonconforming Sign.** A sign that was lawfully erected prior to the adoption of the Zoning Ordinance and does not conform to the requirements of this Division or other provisions of the Zoning Ordinance. A proposed sign that was lawfully permitted but not erected prior to the adoption of the Zoning Ordinance will be considered "erected" within the meaning of this definition provided said permit has

**SIGNS**

not expired prior to the adoption of the Zoning Ordinance and further provided that said permit will not be extended or renewed.

**Obscenity.** Nudity or sexual conduct as defined by O.C.G.A. § 32-6-52 or as thereafter amended.

**Painted Wall Sign.** See **Sec. XX. Painted Wall Sign.**

**Parapet Wall.** That integral part of a wall that extends above the top of a building.

**Pedestrian Sign.** See **Sec. XX. Pedestrian Sign.**

**Pennant.** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.

**Portable Sign.** A sign designed to be transported, including, but not limited to: signs designed to be transported by means of wheels; signs made as A-frames or T-frames; balloons used as signs; beacons; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business. This definition will not construed to include signs contained on umbrellas, carry bags, or similar objects ordinarily carried or held by pedestrians.

**Primary Occupant.** An office building tenant that occupies a minimum of 50,000 square feet of floor space and possesses a leasehold term of not less than 5 years.

**Principal Occupant.** A building owner or tenant who occupies a minimum of 25% of the floor area, or 100,000 square feet of the floor area, of a specific building that is available for occupancy. Any lease for the required amount of floor space is to be for a period of not less than 5 years.

**Private street.** Any area that is fully accessible to vehicular traffic but that is not a public street and is not interior to a building or parking structure.

**Projecting Sign.** See **Sec. XX. Projecting Sign.**

**Public Entertainment District (PED).** An area of land delineated and designated by City Ordinance not to exceed 30 days created only in association with an entertainment event of national interest that meets the following criteria:

1. Occurs within Urban Core (UC-) Form District;
2. The primary spectacle occurs in a facility that seats at least 15,000;
3. Has a duration of no greater than 10 consecutive days; and
4. Is likely to have an economic impact on the City during the period of the event of not less than \$25,000,000.00.

**Public Park.** A park owned, leased, or maintained by a local, state, or federal government or agency thereof.

**Public street.** Any public right-of-way including such right-of-way that is only accessible by pedestrians.

**Regional Shopping Center.** One or more attached buildings containing primarily retail establishments which exceed 800,000 square feet of gross leasable floor area.

**Residential District.** All zoning districts contained in the Zoning Ordinance in which the principal use is restricted to one-dwelling unit housing, two-dwelling unit housing, or multiple dwelling unit housing.

**Roof Sign.** A sign, any part of which is placed above, supported on, or extends above the top of a building, excluding parapet wall signs.

**Rotating Sign.** A sign designed to revolve, rotate, or otherwise turn, in whole or in part, by means of electrical power.

**Second Story.** The building floor level immediately above the ground story.

**Shopping center.** Three or more primary retail establishments planned, developed and managed as a unit and providing parking facilities in common on the site.

**Sign.** Any device, fixture, placard, display, or structure visible to the general public that uses or is designed to use any color, form, graphic, illumination, symbol, writing, or visual presentation of any kind to advertise, announce, draw attention to, or identify a product, place, activity, person, institution, business, or other entity, or to communicate a message or information of any kind to the public. "Sign" will include both "sign face" and "sign structure."

**Sign Face.** The portion of a sign on which the copy, message, or other visual image to be communicated is placed or is intended or designed to be placed.

**Sign Structure.** The portion of a sign consisting of the total structural bracing system supporting said sign including the foundation.

**Special Sign.** See [Sec. XX. Sign Type Categories](#).

**Suspended Sign.** See [Sec. XX. Suspended Sign](#).

**Temporary Sign.** A sign mounted on a stake or frame that is used for a limited time period, not to exceed 180 consecutive days, and without regard to message. Examples of use of temporary signs include, but are not limited to, campaigns, real estate, and construction in progress.

**Total Area of the Wall.** The total exterior wall surface area measured in square feet above grade including all opaque portions, glass portions, and door areas.

**Wall Sign.** See [Sec. XX. Wall Sign](#).

**Window Sign.** See [Sec. XX. Window Sign](#).