

AN ORDINANCE
BY: COUNCILMEMBER JIM MADDOX

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AN ORDINANCE TO AMEND SECTIONS 16-28A.010(46) OF THE CITY OF ATLANTA SIGN ORDINANCE REGULATING THE SIGNAGE ALLOWED IN THE GREENBRIAR SPECIAL PUBLIC INTEREST ZONING DISTRICT (SPI 20), SO AS TO ALLOW CERTAIN SIGNS TO BE PLACED IN THE MEDIAN STRIP OF PUBLIC RIGHT OF WAY WHICH WAS DEDICATED TO THE CITY AND WHICH SERVE AS THE ENTRANCE TO MAJOR MIXED-USE DEVELOPMENTS; AND FOR OTHER PURPOSES.

WHEREAS, the intent of the City Council in establishing SPI-20 Greenbriar Special Public Interest District as a zoning district was in part to implement provisions of the Comprehensive Development Plan incorporating certain recommendations contained in studies of this area, including the comprehensive study known as Greenbriar Town Center Livable Centers Initiative Plan; to create an urban environment where people can live, work, meet and play; to provide a compatible mixture of residential, commercial, cultural and recreational uses; and

WHEREAS, large mixed use developments support and implement the goals of the Greenbriar Town Center Livable Centers Initiative Plan as well as the other goals of the SPI-20 Greenbriar Special Public Interest District; and

WHEREAS, in conjunction with the development of large projects under unified site plans, best engineering practices for traffic planning may require that access to such sites be on roadways that are dedicated to the City as public right of way; and

WHEREAS, dedication of property for public right of way at the intersection of major roadways may cause the loss of sites where signage for such developments could be posted under the regulations currently existing for SPI-20 Greenbriar Special Public Interest District; and

WHEREAS, it is recognized that commercial necessity requires that the entrance to such developments be easily recognized;

WHEREAS, it is in the best interest and welfare of the citizens and visitors to the City of Atlanta that best engineering practices for traffic planning to handle ingress and egress be employed on large sites; and

WHEREAS, both of these interests can be satisfied by allowing certain signage to be included as a part of the dedication of the right of the right of way;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA AS FOLLOWS:

SECTION 1: That Section 16-28A.010(46) of the City of Atlanta Sign Ordinance which reads:

- 46) *SPI 20 Greenbriar Town Center District:* The following signs shall be permitted in the SPI 20 Greenbriar Town Center District:
- a. The regulations for SPI 20 Greenbriar Town Center District Subareas 1, 2, and 3 shall be the same as the regulations in Subsection (41) MRC (Mixed Residential Commercial) District
 - b. The regulations for SPI 20 Greenbriar Town Center District Subareas 4 and 5 shall be the same as the regulations in Subsection (42) MR (Multifamily Residential) District.
 - c. The regulations for SPI 20 Greenbriar Town Center District Subarea 6 shall be the same as the regulations in Subsection (1) Single-Family Residential Districts.

be amended such that Section 16-28A.010(46) of the City of Atlanta Sign Ordinance shall read as follows:

- 46) *SPI 20 Greenbriar Town Center District:* The following signs shall be permitted in the SPI 20 Greenbriar Town Center District:
- a. The regulations for SPI 20 Greenbriar Town Center District Subareas 1, 2, and 3 shall be the same as the regulations in Subsection (41) MRC (Mixed Residential Commercial) District 3.
 - b. The regulations for SPI 20 Greenbriar Town Center District Subareas 4 and 5 shall be the same as the regulations in Subsection (42) MR (Multifamily Residential) District, provided however that neighborhood identification signs shall be allowed.
 - c. The regulations for SPI 20 Greenbriar Town Center District Subarea 6 shall be the same as the regulations in Subsection (1) Single-Family Residential Districts provided however that neighborhood identification signs shall be allowed.
 - d. Notwithstanding the regulations which apply in Subareas 2 and 5 as set forth in subsections (a) and (b) above, any development approved in a unified site plan which exceeds 100 acres shall be permitted to display the names of the various components of the development subject to the following regulations:
 - (i) One freestanding sign located on a median strip in right of way dedicated to the city for the entrance to such development shall be

permitted provided however that such sign shall be subject to the size restrictions applicable to shopping center signs; and

(ii) Two freestanding signs shall be permitted on the property of the development provided that such signs are adjacent to a public or private street and further provided that each sign shall be 220 square feet or less in area and at their highest point, ten feet or less above the grade of the nearest adjacent street as measured at the midpoint of the sign.

(iii) For the purposes of this subsection, the term “names of the various components of the development” shall refer to those names used to identify locations or tenants within the overall development in the same manner as a shopping center sign.

(iv) No sign permitted under this subsection shall be a changing sign and all changes of copy shall require a permit.

SECTION 2: This ordinance shall become effective immediately upon signing by the Mayor or as otherwise provided by the operation of law.