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**CITY COUNCIL AGENDA ITEM**

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**TO:** Mayor & City Council

**DATE:** April 6, 2012

**FROM:** John McDonough, City Manager

**AGENDA ITEM:** TA12-004 - An Ordinance to Amend Article 33, Signs of the Sandy Springs Zoning Ordinance

**MEETING DATE:** For Submission onto the April 17, 2012, City Council Regular Meeting Agenda

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**BACKGROUND INFORMATION:** (Attach additional pages if necessary)

See attached:

Memorandum  
Proposed Amendment

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**APPROVAL BY CITY MANAGER:**     JFM     APPROVED

\_\_\_\_\_ NOT APPROVED

**PLACED ON AGENDA FOR:**     4/17/2012    

**CITY ATTORNEY APPROVAL REQUIRED:** (  ) YES (  ) NO

**CITY ATTORNEY APPROVAL:**     SMY    

**REMARKS:**

To: John McDonough, City Manager

From: Angela Parker, Director of Community Development 

Date: April 10, 2012 for Submission onto the April 17, 2012 City Council Regular Meeting Agenda

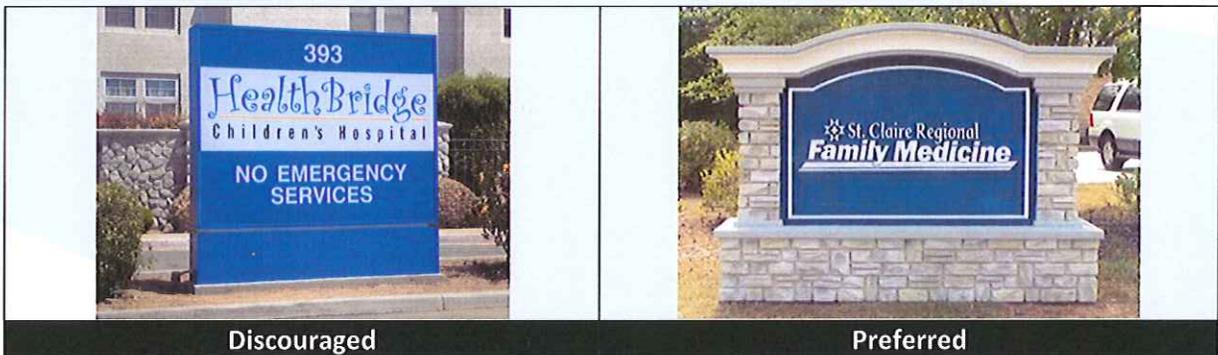
Subject: TA12-004, An Ordinance to Amend Article 33, Signs, of the Sandy Springs Zoning Ordinance

***Department of Community Development Recommendation***  
**APPROVAL** of the amendment as presented by staff.

***Background:***

Based on a request from members of the City Council, the City Manager directed staff to work with the Design Review Board (DRB) on reviewing the Sandy Springs Sign Ordinance as it relates to material standards for monument signs. The DRB met in regular session on Tuesday, September 13, 2011 and developed the following recommendations:

- 1) Monument signs should be required to have a masonry element (e.g. brick, stone).



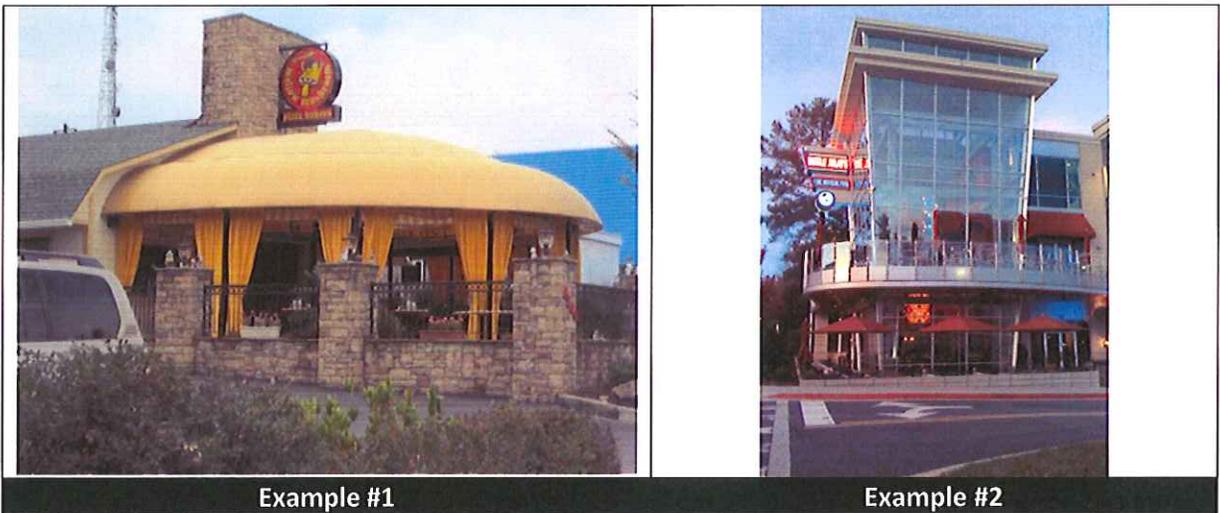
- 2) The base of monument signs should be required to be equal to or greater than the top of the sign, so the sign face does not project past base.



- 3) Beyond the inclusion of masonry and the requirement for the width of the base, the DRB found that the particular style of monument signs should not be dictated. This would allow more design freedoms to create visual interest between businesses/properties.
- 4) Addresses should be located on the top of monument signs to promote visibility and prevent this information from being covered by landscaping, parked vehicles, etc.



- 5) Projecting signs should be allowed as an alternative or supplement to monument signage.



***Discussion:***

Based on the above recommendations, staff has drafted an amendment to various sections of the Sign Ordinance (see attached).

***Design Review Board Recommendation:***

The amendment was heard at the February 28, 2012 Design Review Board meeting. The Board recommended approval of the amendment as presented by staff (5-0, Porter, Ealick-Anderson, Richard, Landeck and Gregory for; Mobley absent; Lichtenstein not voting).

***Planning Commission Recommendation:***

The amendment was heard at the March 15, 2012 Planning Commission meeting. The Commission recommended approval of the amendment as presented by staff (6-0, Frostbaum, Maziar, Pond, Rubenstein, Squire, and Tart for; Duncan not voting).

***Alternatives:***

The City Council could choose to not recommend the changes prepared by staff.

### SECTION 3: DEFINITIONS.

***Monument sign*** (added 04/21/09, TA09-002, Ord. 2009-04-19). A freestanding sign mounted directly upon the ground and not attached to or a part of or supported by a building and designed in such a manner that the base of the sign face is flush with the supporting solid base which is flush with the ground. The base shall be at least as wide as the sign and shall be constructed of brick, stone, or other architectural masonry material.

### SECTION 18: PROHIBITED SIGNS AND DEVICES.

The following types of signs are prohibited in the City:

- A. Balloons, streamers or air or gas filled figures.
- B. Signs consisting in whole or in part of a series, line, or row of lights, whether supported by cables or other physical means, within one hundred fifty (150) feet of a street and visible therefrom. Notwithstanding the foregoing, holiday lights and decorations displayed not more than thirty (30) days before a holiday shall be exempted from this Section.
- C. Promotional beacons, search lights or laser lights or images.
- D. Audible signs.
- E. Signs in a public right of way, other than those belonging to a government, public service agency, or railroad.
- F. Signs mounted or located on a tree, utility pole, or other similar structure.
- G. Roof signs and signs which extend vertically above any portion of a roof or parapet of the applicable wall.
- H. Portable signs, including signs attached to any parked vehicle or trailer, so as to be visible from a public right-of way.
- I. Signs which depict obscene material.
- J. Signs which advertise an activity which is illegal under federal, state or local laws.
- K. Signs not in good repair, in violation of codes, or containing or exhibiting broken panels, visible rust, visible rot, damaged support structures, or missing letters.
- L. Abandoned signs.
- M. Animated signs, flashing signs, and changeable copy signs which change more than

once per twenty-four (24) hours within one hundred fifty (150) feet of a road right of way.

- N. Signs which contain or are an imitation of an official traffic sign or signal or contain the words “stop,” “go,” “slow,” “caution,” “warning,” or similar words in such a manner as to resemble official traffic control signs.

~~O. Projecting Signs.~~

- P.O. Any sign utilizing LED technology and/or components, except those where the LED technology is the internal light source as defined by this ordinance for an opaque faced area of the sign.

SECTION 25: CONSTRUCTION STANDARDS.

A. Building Codes

All signs permitted under this code shall be constructed and maintained in accordance with the applicable City building codes. The City may remove after due notice any sign which shows neglect or becomes dilapidated.

B. Faces

The face of sign shall be flat, with protrusions of no more than two (2) inches to allow for the texture of the sign and words, letters, figures, symbols, logos, fixtures, colors, or other design elements. No sign or other advertising structure shall be constructed so as to have nails, tacks, or wires protruding therefrom.

C. Illumination

Signs, when illumination is permitted, may be illuminated internally or externally. Each individual tenant shall be allowed one (1) window sign using exposed neon tubing not to exceed four (4) square feet in area and less than 25% of the aggregate window area.

D. Landscaping (amended 04/21/09, TA09-002, Ord. 2009-04-19)

Landscaping and grass shall be maintained in front of, behind, underneath, and around the base of monument signs.

E. Addresses

For all commercial, office, industrial or multifamily residential developments, address numbers shall be posted horizontally on the top of the face(s) of the monument signs at the main entrance of each development. For developments that contain multiple addresses and/or building numbers, the range of addresses and/or building numbers shall also be posted on the top of the monument sign. Said numbers shall be visible from both directions of approach, at least six (6)

inches in height, and be of a color that contrasts with the surrounding surface so as to be readily identifiable.

#### SECTION 26: RESTRICTIONS BASED ON LOCATION.

##### E. Mixed Use District

Projecting Signs. Businesses which have exterior entrances to a building are permitted one (1) Projecting Sign on the exterior wall of the business at least ten (10) feet above the finished floor elevation of the tenant space. Projecting Signs shall not exceed three percent (3%) of the applicable wall area or forty (40) square feet, whichever is smaller. The projection between the applicable wall and the inside edge of the projecting sign shall not exceed twelve (12) inches. The sign area of a Projecting Sign shall be deducted from the allowable sign area for the applicable wall. Projecting Signs shall not have changeable copy unless approved as a Marquee Sign.

##### F. Commercial and Industrial Park Districts

Projecting Signs. Businesses which have exterior entrances to a building are permitted one (1) Projecting Sign on the exterior wall of the business at least ten (10) feet above the finished floor elevation of the tenant space. Projecting Signs shall not exceed three percent (3%) of the applicable wall area or forty (40) square feet, whichever is smaller. The projection between the applicable wall and the inside edge of the projecting sign shall not exceed twelve (12) inches. The sign area of a Projecting Sign shall be deducted from the allowable sign area for the applicable wall. Projecting Signs shall not have changeable copy unless approved as a Marquee Sign.

##### H. Sandy Springs Overlay District (amended 04/21/09, TA09-002, Ord. 2009-04-19)

Projecting Signs. Businesses which have exterior entrances to a building are permitted one (1) Projecting Sign on the exterior wall of the business at least ten (10) feet above the finished floor elevation of the tenant space. Projecting Signs shall not exceed three percent (3%) of the applicable wall area or forty (40) square feet, whichever is smaller. The projection between the applicable wall and the inside edge of the projecting sign shall not exceed twelve (12) inches. The sign area of a Projecting Sign shall be deducted from the allowable sign area for the applicable wall. Projecting Signs shall not have changeable copy unless approved as a Marquee Sign.