

SPI-12 BUCKHEAD/LENOX STATIONS SPECIAL PUBLIC INTEREST SIGN REGULATIONS

16-28A.010(13)

SPI-12 Buckhead/Lenox Stations District:

- a. General Regulations: Signs within the SPI-12 Buckhead/Lenox Stations District are subject to the regulations set forth in this section (13). For purposes of this section (13), “street” means public right-of-way, private streets that function as public streets and pedestrian ways as defined by Section 16-18L.005. Other references in this section (13) to terms defined in Section 16-18L.005 shall apply said definitions.
- b. Subarea 1 and 2: The sign regulations for Subareas 1 and 2 shall be as indicated below in subsections d. through i.
- c. Subarea 3: The sign regulations for Subarea 3 shall be the same as the sign regulations for residential districts set forth in Section 16-28A.010(1).
- d. Building Business Identification Signs:
 1. Type: Wall signs, projecting signs, canopy signs, parapet wall signs, suspended signs and marquee signs shall 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.
 2. Number:
 - (a) Sidewalk-Level Business Establishments: A maximum of three building business identification signs shall be allowed for each business establishment on the sidewalk-level of a building having frontage along a street.
 - (b) Second-Level Business Establishments: A maximum of two building business identification signs shall be allowed for each second-level business establishment having a facade that faces a street. For purposes of this section (13), “second-level” means the building floor level immediately above sidewalk-level.
 - (c) Corner Business Establishments: One additional building business identification sign shall be allowed for each business establishment occupying a corner space that faces two streets and is located on the sidewalk-level or second-level, provided such sign is oriented toward the additional street.
 3. Area: Where a business establishment is permitted to have building business identification signs, the following regulations shall apply:
 - (a) Sidewalk-Level and Second-Level Business Establishments: The combined area of the business identification signs shall not exceed ten percent 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) Corner Business Establishments: The area of the additional sign authorized by subsection (13)d.2.(c) shall not exceed ten percent 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 shall exceed 200 square feet.
4. Height: The height limitation set forth in Section 16-28A.007(m) may be exceeded for authorized building business identification signs as follows:
- (a) No portion of a business identification sign for a sidewalk-level business establishment shall 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 business identification sign for a second-level business establishment shall be located more than 50 feet in height above the elevation of the nearest sidewalk walk zone or pedestrian path provided that:
- (1) The sign shall be located directly above the independent entrance to the second-level use; or
- (2) The sign shall be located directly above or adjacent to windows for such second-level use.
- (c) Notwithstanding the permission for increased height in SPI-12, no portion of any business identification sign shall extend above the top of the building upon which it is located.
5. Multi-Tenant Signs: In addition to the signs otherwise authorized, buildings with three or more tenants shall be permitted one single building business identification sign. Said sign shall be erected as a wall sign and shall not exceed 100 square feet in sign area. Where a building with three or more tenants faces two or more streets, two such multi-tenant signs shall be authorized provided that each is oriented toward a different street.
- e. Monument Signs: For the purposes of this section (13), “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 shall 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 business identification sign provided they meet each of the following standards:
- (a) Number: One monument sign shall be authorized for each building that contains more than 25,000 square feet of gross floor area excluding parking areas except that no monument sign shall be authorized for any building that utilizes a regional shopping center sign or utilizes a nonconforming freestanding sign. When buildings which meet this authorization for such a monument sign also face two or more streets, two monument signs shall be authorized provided that each is oriented toward a different street.
- (b) Location: Monument signs shall 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 shall a monument sign encroach into required sidewalk walk zones, pedestrian paths, or visibility triangles.

- (c) Size and Height:
1. Maximum size when located within supplemental zones: Monument signs located within a supplemental zone shall not exceed six feet in length and two feet in width measured from the outer edges of the monument sign, and five feet in height measured from the lowest point of the elevation of the nearest sidewalk walk zone or pedestrian path to the highest point of the monument sign.
 2. Maximum size when located outside a supplemental zone: Monument signs located outside a supplemental zone shall not exceed sixteen feet in length and two feet in width measured from the outer edges of the monument sign, and four feet in base height measured from the lowest point of the elevation of the nearest sidewalk walk zone or pedestrian path to the highest point of the monument sign. A vertical extension shall be permitted above the four feet maximum base height provided such extension does not exceed a total height of sixteen feet (including the base height), ten feet in length and two feet in width. Under no circumstances shall the sign area of any such monument sign exceed 200 square feet.
- f. Building Signature Signs: Notwithstanding the restriction on occupancy limits in the definition of Principal Occupant in Section 16-28A.004, a building tenant who occupies a minimum of 20 percent of the floor space of a specific building that is available for occupancy shall be authorized to erect a Building Signature Sign, provided all other restrictions set forth in Chapter 28A related to Building Signature Signs are followed.
- g. Regional Shopping Center Signs: In lieu of authorized monument sign(s), regional shopping centers in excess of 800,000 square feet of gross leasable retail floor area (“regional shopping center”) shall be permitted one single freestanding business identification sign. Said sign shall not be located within the sidewalk walk zone or pedestrian path. Said sign shall not exceed 200 square feet in sign area. Said sign may be a changing sign. Where such regional shopping centers have frontage on two or more streets, one additional large shopping center sign shall be permitted provided that such additional sign is not a changing sign. No such freestanding business identification sign shall 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 is greater.
- h. Prohibited and/or Restricted Signs:
1. General Advertising Signs Prohibited: General advertising signs shall not be permitted.
 2. Freestanding Signs Prohibited: Freestanding signs shall not be permitted other than monument signs and regional shopping center signs.
 3. Animated, Flashing, and Changing Signs: Except where authorized as regional shopping center signs in subsection 13(g), animated, flashing, and changing signs shall be prohibited.
 4. Signs Extending Over Pedestrian Ways: No sign shall extend into or project over an amenity zone, sidewalk walk zone, pedestrian path, or street right-of-way

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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.

- i. All zero-lot-line attached single family dwellings shall be allowed one residential sign per lot not to exceed two square feet in sign area. Said sign shall be mounted flat to the building or suspended.

Corollary Amendments to Sec. 16-28A.007

Amend Sign Ordinance “General Regulations” as follows:

16-28.007(a) Portable Signs. Amend to allow in SPI-12 Subareas 1 and 2.

16-28.007(p) Building Signature Signs. Amend to add “SPI-12 subarea 1 and 2” so that such signs are authorized in SA1 and 2.