

## **MEMORANDUM**

**To:** Planning Commission

**From:** Ronnie Kurtz  
Planner II

**Date:** March 12, 2019

**Subject:** Amendment to City of Dunwoody Ordinances  
Chapter 20 – Signs

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### **ITEM DESCRIPTION**

Request to consider text amendments to the sign code regarding temporary signs (Chapter 20). The proposed changes serves to allow new businesses to be granted a temporary sign permit for up to 60 days.

### **DISCUSSION**

Code currently defines a standard informational sign as “any sign not permanently affixed to the ground or other permanent structure or foundation and designed to be displayed for a limited time” (Sec. 20-3). Further regulations restrict temporary signs to 24 square feet in area.

For commercial lots, temporary signs may be displayed for 14 consecutive days with the issuance of a temporary sign permit, and only 6 such permits may be issued to a lot in a year.

The proposed amendment would allow a temporary sign permit to be issued for up to 60 days to a new business to allow for sufficient advertisement and public awareness. This allowance is operationalized by allowing a temporary sign to be erected for 30-days prior to the issuance of a certificate of occupancy to a new business and 30 days after the issuance of a certificate of occupancy, for a period no greater than 60 consecutive days.

The proposed amendment limits the issuance of such extended permits to no more than one per lot at a time, to prevent excess on large shopping centers and similar developments. Additionally, the amendment exempts the extended permits from the 6-permit annual limit so as to preserve the existing allowances.

### **RECOMMENDATION**

Staff recommends Planning Commission approve the attached draft changes to Chapter 20—Signs, as prepared.

### **Attachments:**

Chapter 20--Signs, with edits

Sec. 20-67. - Temporary signs.

(a) General regulations.

- (1) Each temporary sign shall not exceed 24 square feet;
- (2) Each temporary sign must be individually attached to poles, mast arms, fences, building facade or other similar structures;
- (3) No more than two temporary signs shall be displayed on any lot at one time; and
- (4) All temporary signs must be maintained in good condition as provided for flags in section 20-66.
- (5) No temporary sign shall be displayed for more than 14 consecutive days, with no more than six such 14-day periods being permitted per calendar year per lot, except as permitted in Sec. 20-67(f).
- (6) Pole banners are regulated by section 26-279 and are not subject to the standards of this chapter.

(b) Sandwich boards.

- (1) Each sandwich board shall not exceed three feet wide by five feet tall.
- (2) Each board must be located within ten feet of a pedestrian entrance of the sponsor of the board;
- (3) Such a board may be utilized only during the hours of operation of the store or entity using it and shall be removed during the hours it is closed.
- (4) Sandwich boards are limited to one per tenant space.

(c) For any institutional use, 12 temporary signs during any calendar year provided said signs do not have any balloons, streamers, pennants or similar items attached; are not illuminated; shall be placed no closer than ten feet from the back of any curb or outside of public right-of-way, whichever is greater; shall not exceed a size of five feet by six feet (including supports); and shall be erected for no more than 30 days, which must be consecutive.

(d) Under no circumstances shall any temporary sign be located so as to block the view of permanent sign or so as to create a safety hazard.

(e) Under no circumstances shall a temporary sign exceed the size of any permanent sign relating to the same user.

(f) New Businesses.

(1) A temporary sign permit may be issued to a new business to allow display from 30-days prior to the issuance of a new certificate of occupancy to 30-days after the issuance of a new certificate of occupancy for a period of time no greater than 60 consecutive days.

(2) No more than one such temporary sign permit may be issued for a lot at one time. Each permit is valid for two signs per Sec. 20-67(a)(3).

(3) Such temporary sign permits shall not count toward the annual limits established in Sec. 20-67(a)(5).

(Ord. No. 2010-10-39, § 1, 10-25-2010; Ord. No. 2017-07-18, § I, 7-24-2017; Ord. No. 2018-05-10, § IV, 5-21-2018)