

**AN ORDINANCE**

**BY COUNCIL MEMBERS MARY NORWOOD AND MICHAEL JULIAN BOND**

**AN ORDINANCE TO AMEND PART 16 OF THE LAND DEVELOPMENT CODE, THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA, AS AMENDED, SO AS TO AMEND CHAPTER 28A (THE SIGN ORDINANCE OF THE CITY OF ATLANTA) TO CREATE A NEW SIGN OVERLAY DISTRICT ENTITLED "ARTS AND ENTERTAINMENT DISTRICT"; TO CODIFY REGULATIONS GOVERNING SAID DISTRICT AS SECTION 16-28A.010(53); TO AMEND THE OFFICIAL ZONING MAP TO DELINEATE THE BOUNDARIES OF SAID OVERLAY DISTRICT; TO REQUIRE ANNUAL REPORTING ON THE DISTRICT MANAGEMENT AND PERMITTING; TO REQUIRE ANNUAL SAFETY INSPECTION OF SIGNS PERMITTED UNDER THE ARTS AND ENTERTAINMENT SIGN PROGRAM; AND FOR OTHER PURPOSES.**

**WHEREAS**, as part of an overall economic development program, many cities have created districts where enhanced interaction between the streets, sidewalks and public spaces are expressed through permissive sign ordinances that emphasize the unique character of the buildings in an area where large facades and special use buildings such as sports arenas present special opportunities to create and define a "district identity"; and

**WHEREAS**, examples of such districts include the Denver Theater District, the Los Angeles Sports and Entertainment District, the Phoenix Legends Entertainment District, the Sacramento Entertainment and Sports District, the Magic Sports and Entertainment District in Orlando, the Station North, Highlands and Bromo Arts and Entertainment Districts in Baltimore, the Kansas City Power and Light District and the San Diego Gaslamp District, among others; and

**WHEREAS**, the creation of the Atlanta Arts and Entertainment District (the "District") has been approved by the Atlanta City Council through an amendment to Chapter 46 of the City Code; and

**WHEREAS**, the creation of sign ordinance regulations applicable within a defined boundary as set forth herein can expand the economic base of the City, by providing additional employment opportunities and additional revenues to the City and the region by making the District more attractive in ways that can increase tourism, attract conventions and assist in the development of specific plans that will allow for large scale sporting events, major conventions, and activities at major entertainment venues to consider the City when choosing their sites; and

**WHEREAS**, these sign regulations will build on the work begun by the creation of custom zoning regulations for the Downtown Special Public Interest District; and

**WHEREAS**, these sign regulations do not alter existing sign entitlements but rather allow for supplemental signage to promote the common goal of developing an identity for downtown Atlanta as an "arts and entertainment center"; and

**WHEREAS**, the management of supplemental signage, art and other programs by the Atlanta Downtown Improvement District, with the input of other downtown stakeholders, 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 the interests of residents and businesses.

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY ORDAINS AS FOLLOWS:**

**Section 1:** There is hereby created the “Arts and Entertainment District”, which shall be a sign overlay district. The Code of Ordinances, City of Atlanta, Georgia, is hereby amended by adding a new subsection in Section 16-28A.010, “District Regulations” to be numbered as Section 16-28A.010(53) in Chapter 28A, “The Sign Ordinance of the City of Atlanta”, and entitled “Arts and Entertainment District, the regulations for which shall read as set forth in full in Exhibit “A” attached hereto. The text of this new subsection shall apply within the boundary set forth on Exhibit “B” attached hereto.

**Section 2:** The Official Zoning Map is hereby amended to delineate the boundary of the Arts and Entertainment Sign Overlay District” which boundary is set forth on Exhibit “B” attached hereto.

**Section 3:** The Sign Plan set forth on Exhibit “C” is hereby adopted and shall apply within the boundary of the Arts and Entertainment Sign Overlay District.

**Section 4:** The Atlanta Downtown Improvement District, in its role as Arts and Entertainment District program service provider, shall provide an annual written report of the District, including economic development generated by the District, management activities and supplemental signage permitted as authorized herein, to the Community Development/Human Resources.

**Section 6:** Should any section or provision of this ordinance, including attachments hereto, or the application thereof to any person or circumstance, be declared by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the ordinance, including attachments hereto, as a whole or any section thereof other than the section or provision, or application thereof, specifically declared to be invalid.

**Section 7:** This ordinance shall become effective when signed by the Mayor or as otherwise provided by law.

## Exhibit "A"

### 16-28A.010 District Regulations

#### (53) Arts and Entertainment District.

- a. *Intent.* The intent of the City in adopting these regulations is to:
1. 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;
  2. 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 ;
  3. 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;
  4. 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;
  5. 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;
  6. 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;
  7. 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; and
  8. Define the effect of these Regulations on other parts of this Code.
- b. *District Created.* The Arts and Entertainment District (hereafter the "A&E District") is established. The boundary of the A & E District is the area within the heavy dashed lines on

the map attached to the ordinance creating this A&E District. Said Map 1 is incorporated herein by reference. The Regulations shall apply within the boundary of the A&E District.

- c. *Authority.* The Regulations in this subsection are enacted pursuant to the city's exclusive zoning and planning authority granted by the Constitution of the State of Georgia, including without limitation Article IX, Section II, Paragraph III and Article XI Section II, Paragraph IV, as well as authority granted by the General Assembly of the State of Georgia, including but not limited to O.C.G.A. § 36-35-3, O.C.G.A. § 36-66-2, and O.C.G.A. § 36-70-3, the City of Atlanta Charter, Article I, Section 102(c)(42) as well as the general police powers of the city and such other authority as may be provided by applicable, state, federal and local laws.
- d. *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 shall have no effect upon the entitlement given by other applicable parts of this Chapter 28A to businesses and property owners to erect signage within the A & E District.
- e. *Nonconforming.* Where a non-conforming sign is altered or removed, such sign shall not 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 shall be governed by other applicable parts of this Chapter and the Zoning Code applicable to non-conformities.
- f. *Effect of Subsequent Rezoning.* The Regulations set forth herein shall continue to apply when the existing underlying zoning is changed unless a specific condition associated with a specific parcel otherwise requires and such condition shall govern over these Regulations.
- g. *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 shall also make application to the urban design commission which shall apply the criteria set forth in Sec. 16-28A.007(v) in addition to the applicable criteria for certificates of appropriateness specified in Chapter 20 of this Part 16.
- h. *Distance limitations.* Distance limitations set forth in O.C.G.A. § 32-6-70 et seq. shall apply.
- i. *Downtown Arts and Entertainment District Sign Plan.* A Sign Plan is adopted at the time of creation of the District and contains certain criteria for ADID 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 <http://web.atlantaga.gov/fal/>.
- j. *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 shall be accepted for the additional signs

permitted by these Regulations and as specified in the cooperation agreement approved by the governing authority.

- k. ***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 shall 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 Chapter 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.
- l. ***Construction Review by the Office of Buildings.*** 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 shall 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 shall be erected and operated only in the manner set forth on the approved structural plans.
  1. All applications from ADID for a permit to erect a sign in the District pursuant to these Regulations shall be submitted to the director on the application form provided by the director.
  2. Each application shall 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.
  3. All applications for construction, creation or installation of a new sign or for modification of an existing sign shall be accompanied by detailed drawings showing the dimensions, design, structure, and location of the sign sufficient to review for compliance with all applicable codes
  4. No application shall be deemed to be accepted by the director unless all fees are paid and the required drawings are submitted.
  5. Any permanent sign that projects into the right of way shall be subject to the provisions of Article II of Chapter 138 and shall 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 shall not prevent the director from receiving an application but no permit for erection shall be issued until a fully executed encroachment agreement approved by the Commissioner of the Department of Public Works has been received.
  6. Any kiosk or similar facility that is located in the right of way shall be subject to the provisions of Article II of Chapter 138 and shall obtain permission from the City. If an application for encroachment is pending the fact that such permission is pending shall not prevent the director from receiving an application but no permit for construction shall be issued until a fully executed encroachment agreement approved by the Commissioner of the Department of Public Works has been received.
  7. All applications are to be reviewed by the office of traffic and transportation prior to the issuance of a permit to verify that no sign shall 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.

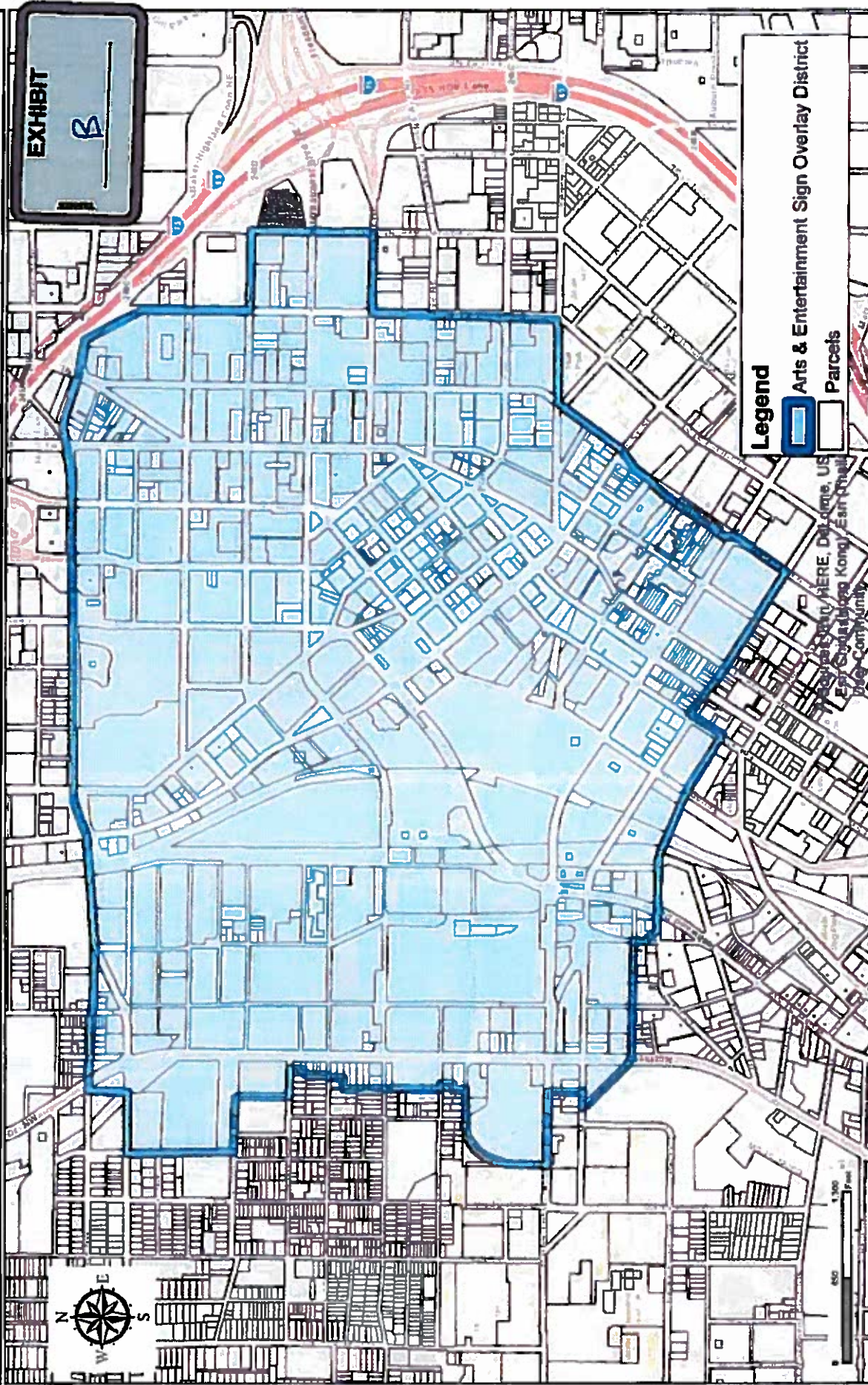
- i. If the office of traffic and transportation determines that the sign will be a traffic hazard, the director shall deny the application;
  - ii. If any sign is found to constitute a traffic hazard after installation by the office of traffic and transportation, the director shall require the operator of the sign to either reduce the intensity of the condition or effect which causes the hazard to a level acceptable to the office of traffic and transportation or if no such reduction is possible, to remove the sign.
  - iii. The director 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.
- m. *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.
1. The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is to be displayed or suspended;
  2. 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;
  3. 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;
  4. 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;
  5. Whether the signage will assist buildings to display a clear pattern of openings and create shadow lines that enhance the street wall;
  6. Standard outdoor advertising billboard proportions of 14'x48' shall be rejected unless used as one component of a multiple sign array of varying proportions;
  7. Where signage is at street level, it should present dynamic, state-of-the-art facades with expressive lighting, audio-visual effects, and dimensional signage;
  8. Signs should appear as an integral part of the building design so as not to appear as an afterthought application;
  9. Whether the sign uses means of illumination such as neon tubes; fiber optics, incandescent lamps, LEDs, cathode ray tubes, shielded spotlights and wall wash fixtures so as to provide visual interest during nighttime hours is appropriate for the

placement of the sign when affected vehicular traffic safety and residential uses are considered;

10. The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed.
  11. *Signage Not in the Sign Plan May Be Approved.* The Sign Plan, which is adopted as a part of the economic development purpose associated with these regulations, is intended to be conceptual and developed based on criteria contained in this section which are intended to allow flexibility in the development of signage in the District and allow the erection of signage that is not specifically contained in the Sign Plan. Notwithstanding the foregoing, the director may deny a sign application substantially incompatible with the criteria contained in the Sign Plan. Such denial may only be appealed by ADID to the Board of Zoning Adjustment.
- n. *Cap on Sign Locations.* Not more than twenty five (25) sign locations shall 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 shall mean on the same building or parcel.
  - o. *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.



# Arts and Entertainment District Sign Overlay District



**City of Atlanta**  
 Department of Planning  
 and Community Development

THIS MAP IS PROVIDED AS A PUBLIC SERVICE. The City of Atlanta has made known that this Data contains known errors and inaccuracies. The City of Atlanta in no way endorses, represents or warrants the accuracy and/or reliability of the Data and/or map products being developed. The user of the Data and/or map products assumes all risks and liabilities which may arise from the information produced by Maps or Data furnished to User by the City of Atlanta.

**Legend**

- Arts & Entertainment Sign Overlay District
- Parcels

|   |                           |
|---|---------------------------|
| DATE: MAD 1983 STATE PLANE GEORGIA WEST |                           |
| SCALE: 1 in = 100 FEET                  | PROJECT: U.S. SURVEY FEET |
| DESIGNER: [blank]                       | DATE: [blank]             |
| AUTHOR: [blank]                         | REQUEST: [blank]          |
| REVISION: [blank]                       | SCALE: 1 in = 100 FEET    |
| DATE: [blank]                           | SCALE: [blank]            |
| REVISION: [blank]                       | SCALE: [blank]            |
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## **The Downtown Atlanta Arts and Entertainment District** **Sign Plan**

### **Purpose of the Arts and Entertainment District**

The Downtown Atlanta Arts and Entertainment District is a part of an overall economic development program that is expressed in the interaction between the streets, sidewalks and public spaces and the unique character of the buildings in the District and their more specialized uses. There are examples in other cities. Denver has created the Denver Theater District and Los Angeles has created the Los Angeles Sports and Entertainment District. Both of these initiatives were spearheaded by their municipal governments and used permissive signage plans mixed with art installations as a way to create and define their districts. The Los Angeles Sports and Entertainment District included detailed zoning and land use guidance which the City has implemented in part through the creation of the Downtown Special Public Interest District. The introduction of this new signage concept in the Downtown Atlanta Arts and Entertainment District will build on the work begun by the creation of the Downtown Special Public Interest District and will be managed by the Downtown Atlanta Community Improvement District ("DACID") with the input of other Downtown stakeholders who will assist with both signage and art.

### **What is the "Sign Plan" for the Arts and Entertainment District?**

The Downtown Atlanta Arts and Entertainment District Sign Plan (the "Sign Plan") does not reference a plan to be followed but rather describes a concept which guides the management role of DACID. In addition to intent and purpose set forth in the text of the Ordinance, the purpose of this document is to provide general information about the way in which signage within the Downtown Atlanta Arts and Entertainment District (the "District") will be managed.<sup>1</sup> By supplementing the types and amount of signage allowed by right and entrusting a partner like DACID with the greater flexibility allowed by a managed program, the execution of the Sign Plan concept will:

- (1) Facilitate the creation and recognition of a unique Downtown Arts and Entertainment District that will highlight Atlanta's cultural attractions and that will support Atlanta through tourism, economic development and City based branding;
- (2) Provide a higher standard of visual interest through quality sign design and artistic context by giving flexibility in the size, type and location of signs within the District in recognition of the economic development purpose that is best met by a managed process; and
- (3) Generate light and activity Downtown, while using a managed process to mitigate possible adverse impacts of large format sign installations on surrounding locations and structures.

### **District Sign Plan Background**

The visual focus of the "arts and entertainment" concept is to create an identity for the District as a unique urban location and encourage pedestrian movement between the Downtown MARTA stations, Atlanta Streetcar stops and the hotels clustered around Peachtree Street and the great public spaces of the Georgia World Congress Center, Centennial Olympic Park, Philips Arena, Pemberton Place and other established Downtown locations which are easily accessible by a short walk.

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<sup>1</sup> The Sign Plan is a descriptive document that is intended to serve as a general guideline and provide information. The application of the actual regulations

Permissive signage overlay regulations managed through a cooperation agreement with DACID which still gives the City control over traffic hazards and structural safety expresses a public policy of the City towards the development of the intersection between public and private spaces in a way that traditional signage ordinances could never accomplish. Where text is traditionally used as the basic regulatory tool, the result is often the limitation of expression and creativity. If visual guidelines are provided to allow a more expansive and creative approach to the urban streetscape and are managed for the public good by a partner like DACID, a more cohesive and unified design, even one consisting of individually created parts, is more likely to result. Because the Sign Plan *supplements* the existing regulations, the individual business operator and property owner will still have the opportunity to display their individual messages and will lose none of their present entitlements.

## **Signage Types**

The Sign Plan contains descriptions of signs and displays (i) contribute visually to the creation of an "arts and entertainment" context for the Downtown locations; (ii) promote tourism, economic development and City based branding and (iii) and support cultural initiatives within the District.

The Sign Plan was created with two primary guiding principles: (i) a mixture of commercial signage and the display of art installations is visually appealing and serves the public interest; and (ii) if additional commercial signage is to be permitted in the District it must adhere to a higher standard of quality than would be expected in typical commercial signage.

### **1. Non Standard Signage**

Typical billboard advertising has become standardized to allow interchangeability both by size (300 sf, 672 sf or 1200 sf) and format. Billboards are horizontal, typically with a ratio of one foot of height for each three and a half feet of length.

As a guiding principle, commercial signs in the District should be non-standard in size and dimensions. Both the commercial and artistic signage in the District should take their orientation from the façade of the structure they are attached to, convey the individual creative design of the graphic and copy they display, and complete the assemblage of the other signs they are displayed with. The signage may often be square or vertical portraits, rather than the standardized proportions in the landscape orientation of standard outdoor signs.

### **2. Concentrated, Assembled and Mixed**

Typical urban signage regulation includes forced separation between signs either directly, by specific spacing requirements, or indirectly, by careful budgeting of the number and size of permitted signs.

In the District, signs will purposely and aggressively assembled, concentrated and focused at intersections and pedestrian gathering points, and contain a mixture of commercial and artistic signage. Without this focus and resulting critical mass of commercial and artistic signage at intersections and along pedestrian gathering points in the District, the urban excitement will be more difficult to achieve

### **3. Oriented to the Street**

While individual signs and assemblages of signs in the District can be quite tall because of the scale of the buildings, their basic orientation must be to the street. With a few careful exceptions, each sign or assemblage of signs will be oriented from the bottom up, rather than the top down. Further, this focus will be supplemented by street level kiosks that mix commercial applications with artistic content and promotions in an interactive platform.

## Strategies for District Success

Five strategies are proposed in the Sign Plan to assure the District's objectives are achieved:

**Strategy One:** *Recognize and use the unique Downtown street locations as a focus on art and entertainment in each zone complimenting the new media platforms.* Downtown Atlanta has unique conditions and the complexity of relationships between streets, sidewalks and public spaces and the unique character of the buildings in the District highlight the need for strong coordination by the District and its Downtown stakeholders. The overall focus on attaining critical mass at intersections and providing interesting activity, especially along Peachtree Street, must be anticipated during implementation of the Sign Plan. Pedestrian and vehicular gathering points lend themselves to strong signage assemblages and LED sites that can be programmed for art and entertainment activities on a consistent basis.

**Strategy Two:** *The responsibility for implementation of the District Sign Plan should be carefully managed.* Because DACID is managing what is a *supplemental* allocation of signage, it can enter into contracts for the display of signage as a part of an economic development program designed to highlight Atlanta's cultural attractions and that will support Atlanta through tourism, economic development and City based branding.

Management of the Sign Plan by DACID allows (i) creation of an appropriate mix of commercial signage and art centered displays in a way that will contribute visually to the creation of a "arts and entertainment" context for the Downtown locations outlined in the Plan; (ii) a choice of location and sites that will concentrate signs in a manner that furthers the quality and character of the District; (iii) the location of commercial signage and art centered displays so that they are oriented to the street; and (iv) the balancing of the opportunities provided by the Sign Plan with quality of life issues for business owners and residences.

**Strategy Three:** *Use the District to further economic development through the acquisition of large-scale national and international events.* These large events typically have sponsorship deals with the organization holding the event and have typically paid large premiums for their association. Under a managed sign package, event organizers and sponsors will have access to the most significant signage near the major Downtown venues. Large and prestigious events are especially vulnerable to "ambush marketing" which is a way for those that do not have the right to participate as sponsors or associated advertisers to use the event to market their products which tend to favor the short term rental of signage close to the venue. The use of a managed sign program by an entity like DACID that can maximize the availability of significant signage will mitigate the effect of those signs which cannot be controlled and will contribute to the attractiveness of Atlanta as a venue for these large events.

The managed area of supplemental signage will be focused on supporting activity at (i) the Georgia World Congress Center; (ii) the Mercedes Benz Stadium; and (iii) Phillips Arena. Managed signage which is contractually committed will support the siting of large events in Downtown Atlanta by providing a unified look and feel through the management of the significant signs that will be allowed. DACID's control of the supplemental signage through contracts with property owners and media providers will enhance ability of Atlanta to offer events an area around their event to have a unified look and feel that will be advantageous in the highly competitive arena of event and convention acquisition.

**Strategy Four:** *Recognize and encourage the contribution that existing signage can make to the image of the District.* The Sign Ordinance provides certain signage allowances in the District as a matter of right and some signage in the District is legally nonconforming. The City must continue to regulate those signs which are allowed by right or which have a vested right to continued operation in a manner that will recognize those rights. However, property owners and businesses within the District could choose to become a part of the District process managed by DACID in order to contribute to and reinforce the exciting arts and entertainment image that is the objective of the District's supplemental regulations.

**Strategy Five:** *Manage the general types of sign forms to create of an appropriate mix of sign forms in a way that will contribute visually to the creation of an "arts and entertainment" context.* Examples of these sign forms include: *Public Art:* This sign type includes commissioned or reproduced site-specific artwork with no commercial message but which may reference the local artist and commissioning institution. Local artists will be encouraged to submit work to DACID for evaluation, and partnerships will be created with art and cultural institutions throughout Atlanta for works and recommendations; *Public Information:* This sign type may feature area events, non-profits, or arts organizations; relevant information such as area history; guides to local attractions; and public information such as weather, time, and temperature. A focus will be mixing functional facts (time and temperature) with fun facts or trivia about Atlanta and its residents. *Sponsored Content, non-commercial in nature:* This sign type could include abstract imagery, graphics or text that features a product, but may not be readily or primarily associated with a particular brand. *Primary Commercial:* This sign type would include all other forms of sponsored sign types generally thought of as general advertising signage. Includes large logos, slogans or tag-lines.

### **General Criteria for District Signage**

- i. The aesthetic and architectural compatibility of the proposed sign to the building upon which the sign is to be displayed or suspended;
- ii. 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;
- iii. 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;
- iv. 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;
- v. Whether the signage will assist buildings to display a clear pattern of openings and create shadow lines that enhance the street wall;
- vi. Standard outdoor advertising billboard proportions of 14'x48' should be rejected unless used as one component of a multiple sign array of varying proportions;
- vii. Where signage is at street level, it should present dynamic, state-of-the-art facades with expressive lighting, audio-visual effects, and dimensional signage;
- viii. Signs should appear as an integral part of the building design so as not to appear as an afterthought application;
- ix. Whether the sign uses means of illumination such as neon tubes; fiber optics, incandescent lamps, LEDs, cathode ray tubes, shielded spotlights and wall wash fixtures so as to provide visual interest during nighttime hours is appropriate for the placement of the sign when considering the safety of vehicular traffic and the residential uses that will be affected;
- x. The relationship of the scale and placement of the sign to the building or premises upon which it is to be displayed.

## **Service Agreements**

DACID will manage the Sign Plan and in order to accomplish the goals set forth in the five strategies, will use a Services Agreement between a business or property owner seeking to use the supplemental entitlements made available by the Ordinance. DACID will be providing not only management of the applications for the supplemental signage but will be able to market the entire District signage package for a unified look and feel associated with large events to be held at venues within the District.



(Do Not Write Above This Line)

**AN ORDINANCE**

**BY COUNCIL MEMBERS MARY NORWOOD AND MICHAEL JULIAN BOND**

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- CONSENT REFER**
- REGULAR REPORT REFER**
- ADVERTISE & REFER**
- 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER**
- PERSONAL PAPER REFER**

Date Referred

Referred To:

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

Committee

Date

Chair

Action

Fav. Adv. Hold (See rev. side)  
Other

Members

Refer To

Committee

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Fav. Adv. Hold (See rev. side)  
Other

Members

Refer To

Committee

Date

Chair

Action

Fav. Adv. Hold (See rev. side)  
Other

Members

Refer To

Committee

Date

Chair

Action

Fav. Adv. Hold (See rev. side)  
Other

Members

Refer To

2<sup>ND</sup>  1<sup>ST</sup> & 2<sup>ND</sup>  3<sup>RD</sup>

Readings

Consent  V Vote  RC Vote

CERTIFIED

MAYOR'S ACTION