



**CITY COUNCIL  
ATLANTA, GEORGIA**

**19-O-1431**

**Z-19-85 AN ORDINANCE BY COUNCILMEMBER JOYCE M. SHEPERD AS AMENDED BY ZONING COMMITTEE TO AMEND PART 16, CHAPTER 28A OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA, AS AMENDED, SO AS TO CREATE A NEW SECTION 16-28A.010(61) TO PROVIDE FOR COMPREHENSIVE SIGNAGE REGULATIONS FOR MET ATLANTA; TO AMEND THE OFFICIAL ZONING MAP TO ADD THE MET ATLANTA SIGN DISTRICT; AND FOR OTHER PURPOSES.**

AN ORDINANCE

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BY COUNCILMEMBER JOYCE M. SHEPERD

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AS AMENDED BY ZONING COMMITTEE

AN AMENDED ORDINANCE TO AMEND PART 16, CHAPTER 28A OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA, AS AMENDED, SO AS TO CREATE A NEW SECTION 16-28A.010(61) TO PROVIDE FOR COMPREHENSIVE SIGNAGE REGULATIONS FOR MET ATLANTA; TO AMEND THE OFFICIAL ZONING MAP TO ADD THE MET ATLANTA SIGN DISTRICT; AND FOR OTHER PURPOSES.

WHEREAS, the MET Atlanta (the "Building"), located at 680 Murphy Avenue (the "Property"), was constructed in 1914 as the Candler Warehouse in the City of Atlanta (the "City"); and

WHEREAS, the Building was built to aid Georgia farmers halting an agricultural crisis, and at the time of construction was the largest single structure under one roof in the U.S.; and

WHEREAS, it was utilized by the military in World War I and World War II and was then turned into distribution warehousing in the mid-20<sup>th</sup> century; and

WHEREAS, the Property is zoned SPI-21 SA 10 (Historic West End/Adair Park Special Public Interest District Subarea 10); and

WHEREAS, the scale, mass, height, and complex configuration of the Building and the need to preserve its historic nature create unique challenges for successful redevelopment and repositioning of the Building and the Property so that the redevelopment will be successful as an economic venture and be an asset to the surrounding neighborhoods and the City as a whole while being developed in accordance with the City of Atlanta Sign Ordinance, Chapter 16-18A.001 *et seq.* (the "Sign Ordinance"); and

WHEREAS, the configuration of the retail uses on the Property has many of the characteristics of a shopping center but also presents signage demands that are unique in the City due to the scale and mass of the Building and its adjacency to the West End Transit Station and proximity to the Atlanta BeltLine; and

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WHEREAS, the intent of the Sign Ordinance is to establish comprehensive sign regulations which effectively balance legitimate business and development needs with a safe and aesthetically attractive environment for residents, workers, and visitors to the City by providing fair and reasonable opportunities for the identification of businesses and to provide for the identification of the availability of products, goods or services which are available upon site so as to promote the economic vitality of businesses which are located within the City but which do not interfere with the goals of aesthetics and traffic safety; and

WHEREAS, creating appropriately designed and scaled signage for the Building and tenants which protects the historic features of the Building and the aesthetic considerations attendant to a structure of such size and avoids undue distractions to motorists is likely to best accomplished by the adoption of a comprehensive sign plan which will allow the overall impact of the signage for the Building to be assessed; and

WHEREAS, the developers of the Building have agreed to submit a sign plan for the Building (the "Sign Plan") that establishes uniform architectural and design standards and appropriate scale which can reviewed in light of the purpose and intent of the Sign Ordinance and provide certainty as to the signage which be allowed on the Property while making the permitting of the large number of individual signs easier for the Office of Buildings to accomplish; and

WHEREAS, the adoption of signage regulations that achieve the design and commercial needs of the redevelopment, preserve the historic characteristics of the Building and respect the aesthetic and public safety goals of the Sign Ordinance through the adoption of the Sign Plan is in the best interests of the City.

THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA HEREBY ORDAINS as follows:

Section 1. The 1982 Zoning Ordinance of the City of Atlanta is hereby amended to include a new Section 16-28A.010(61) MET Atlanta Sign District, which shall read as shown on the attached "Attachment A."

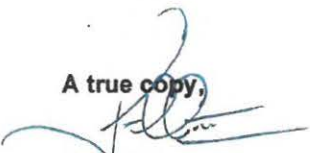
Section 2. The Sign Plan for the MET Atlanta Sign District is attached as "Attachment B" and is incorporated herein by reference into the 1982 Zoning Ordinance as amended as though fully set forth therein

Section 3. The 1982 Zoning Ordinance Map of the City of Atlanta is hereby amended as shown on "Attachment C" (MET Atlanta Sign District Map) to define the boundaries of where the MET Atlanta Sign District regulations will be effective.

Section 4. The official copy of the Sign Plan for the MET Atlanta Sign District shall be maintained in the files of the Municipal Clerk, but copies may be referenced by the Office of Zoning and

Development and the Office of Buildings for the purposes of administering this ordinance.

Section 5. This ordinance shall become effective when signed by the Mayor or as otherwise provided by the City Charter.

A true copy,  
  
Foris Webb III  
Municipal Clerk

**ADOPTED** *as amended* by the Atlanta City Council  
**APPROVED** per City Charter Section 2-403

**APR 19, 2021**  
**APR 28, 2021**

## Attachment A

### (61) MET Atlanta Sign District.

a. *Creation of District:* There is created within Chapter 28A the MET Atlanta Sign District, which applies to the property within the City of Atlanta currently known as MET Atlanta (formerly know as The Candler Warehouse) constructed in 1914 by Asa Candler, co-founder of the Coca-Cola Company. The boundaries of the district are shown on the MET Atlanta District Map, which is incorporated into and made a part of this chapter and this section. It is the intention of these regulations to address the specific and unique building forms, mass, and scale of the district and regulate the size and location of signs so as to allow signs which are part of a sign plan prepared for the district while accomplishing the goals of this chapter and maintaining the separation between on-site and off-site advertising. All signs within the district as set forth in the sign plan are permitted under the regulations set forth in this section (61) even where the erection of such signs might otherwise be in conflict with the chapter Where a sign is specifically prohibited by this section, such prohibition shall be in addition to any prohibition otherwise set forth in this section.

b. *Definitions:* For the purpose of this section (61), the following definitions shall apply, provided however that other definitions set forth in the chapter may be used to assist with interpretation of this section, further provided that the definitions set forth in this section are intended to control because of their specific application to the district and the sign types permitted therein;

1. *Blade sign* means a sign attached vertically to a metal blade arm extending horizontally from the building face.
2. *Building sign* means a type of business identification sign that is allowed in this district to identify the large-scale buildings which are part of this development on buildings which are less than four stories.
3. *Extended sign* means a sign attached to a parapet wall or other wall and extending above the top of the wall.
4. *Historic etched sign* means a building business identification sign or incidental sign consisting of a sign face etched into the façade of the building that was in existence during the period in which MET Atlanta business operations were conducted in the building.
5. *Historic iconic sign* means a building signature sign erected on the roof of the MET Atlanta Building in substantially the location and massing as a sign that previously existed during the period in which MET Atlanta business operations were conducted in the building and used for the same purposes as building signature signs.
6. *MET Atlanta Building* (the " *Building* ") means the concrete building(s) constructed in 1914 and later expanded as shown on the MET Atlanta Sign District Map.

7. *Monument sign* means a permanent sign not attached to a building and constructed directly and continuously upon the ground or a grade-level support structure with no separation between the sign and the ground or support structure. Monument signs shall not be supported by visible columns, uprights, poles, or braces and shall be of continuous solid construction without holes, gaps, or spacing.
8. *Pylon sign* means a vinyl sign attached vertically to a metal pylon located in the supplemental zone on private property.
9. *Property owner sign* means a sign face installed on a sign structure allowed in this district and authorized by the sign plan that is not in use by a tenant as a business identification sign.
10. *Sign plan* means the comprehensive and uniform elevations, architectural designs, and sign legend for signage approved for this district and applicable to the buildings constructed by MET Atlanta of January 1, 2020.

c. *Signs:*

1. *Types:* Wall signs, projecting signs, canopy signs, monument signs, extended signs, blade signs, and pylon signs shall be permitted as business signs. Building signs shall be permitted for the property owner's business located within the district.
2. *Number:* The total number of signs shall not exceed the number identified in the sign plan for each type of sign. Each tenant may be assigned a maximum of three signs in accordance with the procedure set forth for permitting of signs in this district. A business establishment located at the corner of a building may be assigned one additional business identification sign by the property owner, said sign to be oriented toward the additional frontage.
3. *Height:* The height of signs shall not exceed the height specified in the sign plan for each type of sign.
4. *Area:* The total area of any business identification signs in the district shall not exceed the square footage specified in the sign plan for each type of sign.
5. *Adjacency:* A sign is permitted to be erected only to identify the business of the property owner or tenants of the building, but the assignment of sign locations is controlled by the sign plan.
6. *Assignment of Sign Locations:* Applicants seeking a permit for a sign in this district shall submit an application on a form to be developed for this district by the office of buildings, which shall require certification by the property owner that the requested sign face, size, height, number, and location are authorized by the property owner. The sign copy to be displayed shall be included in the application. One or more signs for a business establishment may be installed in a location other than the premises of the business establishment if so authorized by the property owner.

d. *Building Signature Signs:*

1. *Types:* Wall signs, projecting signs, and an historic iconic sign are permitted as building signature signs.
2. *Number:* One historic iconic sign as identified in the sign plan is permitted. One building signature sign is permitted on each side elevation of the building.
3. *Height:* The height of a building signature sign shall not exceed the height specified in the sign plan for each type of sign.
4. *Area:* The total area of the permitted historic iconic sign and the building signature signs in the district shall not exceed the gross square footage specified in the sign plan.

e. *Prohibited and Restricted Signs:*

1. *Billboard Signs:* Billboard signs shall not be permitted other than as specified in the sign plan.
2. *Freestanding Signs:* Freestanding signs other than incidental signs, pylon signs, and monument signs specified in the sign plan shall not be permitted.

f. *Monument Signs:*

1. *Number:* Monument signs as defined in this section (61) shall be authorized not to exceed the number specified in the sign plan and shall be installed on private property provided that under no circumstances shall a monument sign encroach into required sidewalk clear zones, pedestrian paths, or visibility triangles.
2. *Height:* The height of monument signs shall not exceed the height specified in the sign plan for each type of monument sign.
3. *Area:* The total area of each monument sign shall not exceed the square footage specified in the sign plan for that type of monument sign.
4. *Shared Access and Assignment of Sign Locations:* Monument signs may include business identification signage for multiple businesses located in the district. Applicants seeking a permit for a business identification sign on a monument sign in this district shall submit an application on a form to be developed for this district by the office of buildings, which shall require certification by the property owner that the requested sign face and location are authorized by the property owner.

g. *Incidental Signs:* Incidental signs are permitted.

h. *Historic Etched Signs:* Historic etched signs are permitted to remain undisturbed as a non-conforming characteristic of the previous use and shall not require a permit.

i. *Sign Lighting:*

1. Signs may be externally lit from the top or the bottom and the lighting shall be directed onto the sign face. All sources of light associated with a sign shall be effectively shielded from adjacent properties zoned R-1 through R-5, RG, or MR.
  2. Signs may be lit in any of the following ways: halo-lit, exposed neon, exposed light bulbs, internally illuminated letters, and externally illuminated letters.
- j. *Property Owner Signs:* Property owner signs are permitted to be used by the property owner, the property owner's business within the district, or an event or activity occurring within the district.
- k. *New Buildings:* For any building constructed in the district after the effective date of creation of this district, the signage shall be governed by section 16-28A.010(41).
- l. *Sign Plan:* The sign plan for the district that has been adopted by the council is on file in the office of the municipal clerk.