



**CITY COUNCIL  
ATLANTA, GEORGIA**

**23-O-1203**

**AN ORDINANCE BY COUNCILMEMBER MARCI COLLIER OVERSTREET 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(64) TO PROVIDE FOR COMPREHENSIVE SIGNAGE REGULATIONS FOR BRIAR PARK; TO AMEND THE OFFICIAL ZONING MAP TO ADD BRIAR PARK SIGN DISTRICT; AND FOR OTHER PURPOSES.**

WHEREAS, the Property is zoned SPI-20 SA 1 (Greenbriar Special Public Interest District Subarea 1); and

WHEREAS, the scale, mass, height, and complex configuration of the Building is consistent with the intent of the SPI-1 District regulations to create an urban environment in the commercial area of the Greenbriar neighborhood where people can live, work, meet and play 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 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 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 adoption of signage regulations that achieve the design and commercial needs of the development, preserve the characteristics of the Building and respect the aesthetic and public safety goals of the Sign Ordinance through the adoption of the regulations is in the best interests of the City.


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

Section 1: That Chapter 16-28A.010(64) of the City of Atlanta Zoning Code, Sign Code be amended by adding a new subsection (64) to read as follows:

(64) Briar Park Sign Overlay: The regulations for the Briar Park Sign Overlay shall be as follows:

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a. Sign regulations shall be the same as Section 16-28A.010(5).

**SECTION 2.** That all ordinances or parts of ordinances in conflict with the terms of this ordinance are hereby repealed.

**SECTION 3.** That the maps referred to, now on file in the Office of the Municipal Clerk, be changed to conform with the terms of this ordinance.

**SECTION 4.** This ordinance shall become effective when signed by the Mayor or as otherwise provided by the City Charter.

A true copy,

  
A. Vanessa Waldon  
Municipal Clerk

**ADOPTED by the Atlanta City Council**  
**APPROVED per City Charter Sec 2-403**

**AUG 21, 2023**  
**AUG 30, 2023**