

ORDINANCE 2021-40 (A-21-11)

AN ORDINANCE TO AMEND CHAPTER 14 OF THE CITY OF DORAVILLE CODE OF ORDINANCES, ALSO KNOWN AS THE SIGN ORDINANCE, TO ALLOW FOR THE CONVERSION OF STATIC BILLBOARDS TO DIGITAL BILLBOARDS IN EXCHANGE FOR THE REMOVAL OF MULTIPLE EXISTING STATIC BILLBOARDS

- WHEREAS:** The City Council has determined that it is appropriate to modify the City of Doraville Code of Ordinances from time to time; and
- WHEREAS:** The City Council agrees that electronic billboards are an essential component of the modern advertising economy; and
- WHEREAS:** The Council agrees that the City should permit electronic billboards in certain locations and under certain circumstances; and
- WHEREAS:** The Council agrees that billboard owners and operators should be permitted to convert existing billboard stock from static to digital billboards under certain parameters; and
- WHEREAS:** A Public Hearing was held by the Doraville City Council.

NOW THEREFORE, the Mayor and City Council of the City of Doraville while in Regular Session hereby ordains as follows:

Section 1: Sec. 14-1. – Definitions will be amended to read as follows:

...

Billboard sign means a stanchion sign with a sign area which exceeds ~~three hundred (300)~~ **two hundred eighty-eight (288)** square feet.

...

Digital or electronic billboard means a stanchion sign with a sign area which exceeds two hundred eighty-eight (288) square feet and where the display face is made partially or entirely of LED or other digital fixtures.

...

Static billboard means a stanchion sign with a sign area which exceeds two hundred eighty-eight (288) square feet and where the display face is made entirely of inert, printed material, with no mechanical or digital displays or functions.

Section 2: Sec. 14-6. – Permit expiration will be amended to read as follows:

A sign permit shall become null and void if the sign for which the permit was issued has not been completed and installed within six (6) months after the date of issuance, **or within twelve (12) months after the date of issuance for digital or electronic billboards permitted in accordance with Sec. 14-21.** No refunds will be made for permit fees paid for permits that expired due to failure to erect a permitted sign. If later an individual desires to erect a sign at the same location, a new application must be processed and another fee paid in accordance with the fee schedule applicable at such time.

Section 3: Sec. 14-8. – Prohibited signs will be amended to read as follows:

The following types of signs are prohibited throughout the City:

...

- (o) Digital, electronic or LED billboards, except those permitted as part of Sec. 14-21.
- (p) All other digital, electronic or LED signs except for one (1) window sign equal to or less than a total of four (4) square feet in area per store or office front.

Section 4: Sec. 14-21. – Conversion to digital or electronic billboards will be added to the Code of Ordinances, and shall read as follows:

Sec. 14-21. – Conversion to digital or electronic billboards.

- (a) *Purpose.* This section is hereby created to set rules and regulations concerning the conversion of existing billboards with static or mechanical (aka tri-vision) faces to partial or fully digital or electronic faces. Conversion shall be accomplished by means of removing other existing static billboards (the “Takedown Signs”) in exchange for permission to convert one (1) static billboard to digital or electronic faces (the “Conversion Billboard(s)”).
- (b) *Applicability.* The contents of this section shall apply to all areas and signs located within the jurisdiction of the City of Doraville at the time of the conversion. No signs or areas located outside the jurisdiction shall be permitted to be included as Takedown Signs, except in such case that they are to be imminently incorporated into the City limits, or are part of the “greater Doraville” area, which is defined as northwest of I-85, southwest of Gwinnett County, east of the City of Chamblee and south-southeast of the City of Dunwoody.
- (c) *General rules and requirements.*
 - (1) Only existing conforming billboard locations may be permitted to be converted. New billboards designed as digital boards are prohibited. Converted boards shall be located on the same parcel as the prior static billboard structure, provided
 - (2) Digital billboards shall not exceed the existing height of the Conversion Sign or the height limitations set forth in Sec. 14-12, whichever is greater. Digital billboards shall not exceed 672 square feet in size.
 - (3) For every static billboard converted to a digital or electronic face billboard, three (3) static billboards owned by the same entity shall be removed. The three (3) signs to be removed includes the billboard to be converted.
 - (4) A plan for conversion and removal shall be approved by the City Manager. No permits may be issued until such plan is approved by the City Manager.
 - (5) In reviewing this plan, the City Manager shall ensure the following items:
 - a. All billboards, including the existing static boards and billboard(s) proposed to be replaced are appropriately located, as outlined in Sec. 14-21(b).
 - b. The static billboard structures and faces to be removed meet the size requirements as outlined in Sec. 14-1 and Sec. 14-12, and conform to the requirements of Sec. 14-21.

- c. The dimensions and height of the proposed electronic billboard structure and faces conform to the all restrictions set forth in Sec. 14-1, Sec. 14-12 and Sec. 14-21.
- (d) *Permits required.* All required permits for the demolition of existing billboard structures and building permits for digital conversion shall be obtained and fees paid prior to commencement of any work.
 - (1) All lawfully existing billboard structures proposed for removal pursuant to the agreement required herein shall be removed completely prior to the issuance of a permit for the conversion of the first digital billboard authorized by said agreement. "Removed completely" means that the billboard structure and all debris is removed from the site.
 - (2) The sign permit to convert the Conversion Sign to an electronic billboard shall become null and void if construction of the sign for which the permit was issued has not been completed and installed within twelve (12) months after the date of issuance.
 - (3) The permit for the Conversion Sign shall include the authorization to completely rebuild the sign structure if necessary to comply with current building codes.
- (e) *Operating requirements for electronic billboards.* All electronic billboards shall be operated in conformance with the following requirements:
 - (1) Only static messages shall be displayed. Each static message shall remain on the sign for a period of not less than ten seconds.
 - (2) Transition between messages shall not use frame effects or other methods which result in movement of a displayed image during transition.
 - (3) Each electronic sign shall include a light sensing device that will adjust the brightness of the display as ambient light conditions change.
 - (4) The sign may not operate at brightness levels of more than 0.30 footcandles (under standard measurement conditions) above ambient light levels as measured at a distance of 250' from the base of the sign.

Section 5: That this ordinance shall be effective immediately upon adoption.

May 19, 2021

June 23, 2021


First Reading

Second Reading

So effective this 23rd day of June, 2021.

STATE OF GEORGIA
DEKALB COUNTY
CITY OF DORAVILLE

Approved by:



Joseph Geierman, Mayor

Approved as to Form



Cecil McLendon, City Attorney

So signed and witnessed this 23rd day of June, 2021

Attest:



Arika Birdsong- Miller, Interim City Clerk

