



City of Smyrna

City of Smyrna
A.Max Bacon City Hall /
Council Chambers
2800 King Street
Smyrna, GA 30080
770-434-6600
www.smyrnacity.com

Issue Sheet

File Number: ORD2022-11

Agenda Date: 4/18/2022

Version: 1

Status: Agenda Ready

In Control: City Council

File Type: Ordinance

Agenda Number: F.

WARD / COUNCILMEMBER: City wide

\$ IMPACT: N/A

Agenda Title:

Public Hearing - Approval of a code amendment to Sections 82-15 and 82-16 of the City's Sign Ordinance related electronic wall signs for large scale retail tenants - Community Development Department

ISSUE AND BACKGROUND:

Community Development is proposing code amendments to Sections 82-15 and 82-16 of the City's Sign Ordinance. The proposed code amendment for Section 82-15 allows for larger wall signage for large-scale retailers. The proposed code amendment increases the allowable size of the wall sign from 1 square foot per linear square foot of store frontage to 3.5 square feet per linear square feet of store frontage for large scale retail tenants that meet the following requirements: (1) a gross floor area of 75,000 square feet or more; (2) a store front of 270 linear feet or more; (3) the store front is setback 300' from the public right-of-way; (4) the store front faces an arterial roadway; and (5) the tenant must be located on a property with a minimum lot area of 5 acres.

The proposed code amendment to Section 82-16 relates to the use of electronic signs as theater screens for drive-in theaters. The proposed amendment eliminates the electronic sign requirements when an electronic sign is used as a drive-in theater screen. The proposed amendment would eliminate the requirements related to changing of messages, transition times, transition animation if an electronic sign is being used as a drive-in theater screen in accordance with Section 712.16 of the Zoning Ordinance.

RECOMMENDATION / REQUESTED ACTION: Community Development recommends **approval** of the proposed code amendment to Sections 82-15 and 82-16 of the City's Sign Ordinance.