

MIDTOWN DEVELOPMENT DESIGN GUIDELINES

Building Design

POLICY STATEMENTS

Establish maximum building heights for geographic areas.

Encourage development around MARTA stations.

In residential areas, building size and massing should be compatible with surrounding development.

Activate the ground floor of buildings fronting major streets with awnings, storefront windows, and other pedestrian-friendly amenities.

Private signage should be consistent in appearance and location throughout Midtown and limited in size.

Articulate building facades with awnings, balconies, bay windows, etc.

Preserve historic resources through renovation, adaptive re-use, and/or incorporation into new development.

Prepared by Midtown Alliance with the assistance of Urban Collage Inc.,
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SUMMARY OF CITY OF ATLANTA SIGN ORDINANCE

GENERAL RESTRICTIONS

- ◆ The sign regulations for SPI-16 shall be the same as the regulations for C-2 (Commercial Services District), provided that:
 - A. No freestanding signs shall be permitted.
 - B. No shopping center signs shall be permitted.
 - C. No general advertising sign shall be permitted.
 - D. Signs may be located as near to the street property line as the nearest building.

C-2 (Commercial Service District)

- ◆ No portion of any business identification sign can be taller than the building upon which it is located.
- ◆ No removal, destruction, or cutting of any trunk, branch, or roots of trees will be allowed.
- ◆ Only 1 building signature sign shall be allowed on any side of the building.
- ◆ The installation of public art shall be subject to review and certification by the following City of Atlanta entities: Bureau of Traffic and Transportation, Atlanta Urban Design Commission and Bureau of Cultural Affairs. All public art must be approved by the Atlanta City Council.
- ◆ Number and area of signs:
 - A. Residential use: 1 sign per lot that does not exceed 2 square feet in area.
 - B. Institutional uses: 1 sign per street frontage not exceeding 35 square feet in area.
- ◆ Signs shall be mounted flat to the wall of the building and/or suspended not closer than 30 feet to the street property line.
- ◆ A maximum of 3 building business identification signs shall be permitted for each business establishment on the ground floor (not to exceed 200 sq. feet in area).
- ◆ For corner lots 1 additional non-freestanding sign for the establishment occupying the corner space shall be permitted (not to exceed 60 sq. feet in area).
- ◆ Non-freestanding signs shall not exceed 35 feet in height.
- ◆ No animated, flashing and changing signs are permitted.
- ◆ No sign shall extend or project over any property line onto sidewalk or street right of way.

*For details refer to City of Atlanta Sign Ordinance
(Section 16-28A.010, amended November 5, 2001)*

NOTE: Any nonconforming sign (including existing freestanding signage) that is not used or leased for a continuous period of one year shall not be reused for sign purposes unless or until it confirms to the requirements of this chapter 28a. Sect. 16-28a.014.b.2



New development should incorporate architectural features to activate the ground floor along pedestrian corridors including awnings, planters, attractive signage, lighting, ground floor retail, outdoor seating, etc.

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For all accessory outdoor dining areas located adjacent to the public sidewalk: traditional affixed wooden or plastic, park-style picnic tables are prohibited; dining areas may be separated from the sidewalk with movable planters/fencing (max. 36" high).



- Building signage should be attractively designed, consistent in appearance and limited in size so as not to overwhelm the pedestrian environment.
- Address markers should be located above all primary building entrances (min. 6" high numbers).

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Storefront signs shall be illuminated between sunset and sunrise in SPI-16 MIDTOWN Sub-area 1.



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Building facades should be articulated with a variety of materials and fenestration for the first three stories to avoid monotonous or uniform facades and create a pedestrian scale.

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Pedestrian bridges and tunnels are strictly prohibited over or under public and private streets.