



# *City of* Dunwoody *Georgia*

## Mayor and City Council

March 11, 2024



Packet page:...

# Master Sign Plan Process - Background

- Approved as part of sign code updates in early 2023
- Providing for visual consistency among signs for larger campuses
- Allowing certain specific requests for deviation from the code to allow for creativity and unusual circumstances
- Three avenues:
  1. Permitting process – master sign plan without any exemptions
  2. Administrative master sign plan process – small exemptions
  3. Major master sign plan process – large exemptions



# Master Sign Plan Process – Avenues

<p>If you want to do any of the following beyond what is allowed in the district regulations elsewhere in Article V...</p> <ul style="list-style-type: none"> <li>• Exceed the maximum area and/or height for individual signs and/or;</li> <li>• Change the location of signs and/or;</li> <li>• Change the design of signs and/or;</li> <li>• Use different materials for signs</li> </ul>  <p>Apply for an administrative master sign plan, which will be reviewed by the Community Development Director within 30 days</p>	<p>If you want to do any of the following beyond what is allowed in the district regulations elsewhere in Article V...</p> <ul style="list-style-type: none"> <li>• Exceed the maximum number of sign types and/or;</li> <li>• Exceed the maximum count for each sign type and/or;</li> <li>• Exceed the maximum total sign area allowed and/or;</li> <li>• Any of the four changes allowed as part of the administrative master sign plan, if included with any of the three preceding changes allowed as part of the major master sign plan</li> </ul>  <p>Apply for a major master sign plan, which will be reviewed by the Planning Commission and Mayor and City Council (who will make the final decision) in a period of several months</p>
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# Master Sign Plan Process - Criteria

- Master sign plans shall provide for visual consistency within developments based on at least three of the following factors:
  - Color scheme
  - Lettering style
  - Materials
  - Location of signs to be posted on buildings
- Master sign plans must be reviewed for compliance with these factors for:
  - All new common developments
  - Any existing development over 7 acres where total sign area is increasing or any sign location is changing



# MMSP 24-01, 4896 N Peachtree Road

- Paul McKeever, on behalf of the property owner at 4896 N Peachtree Road, Dunwoody, GA, 30360, seeks a Major Master Sign Plan for Kingswood United Methodist Church.

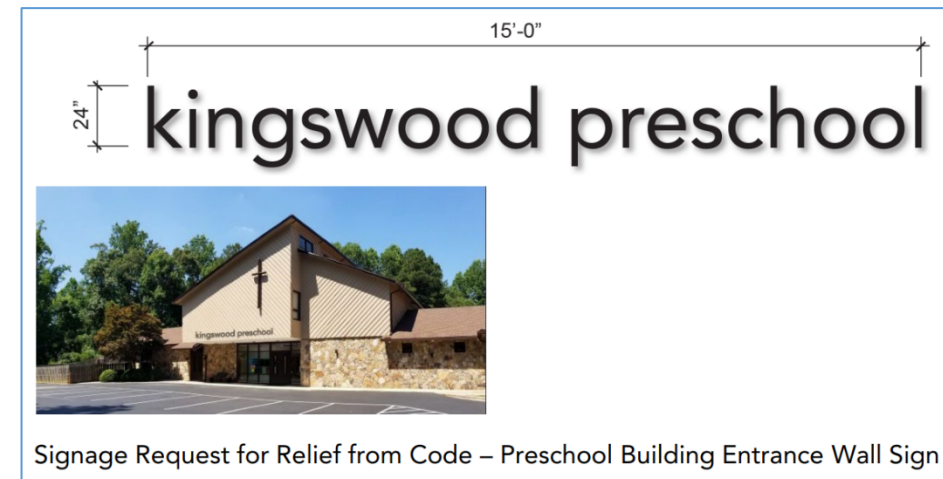
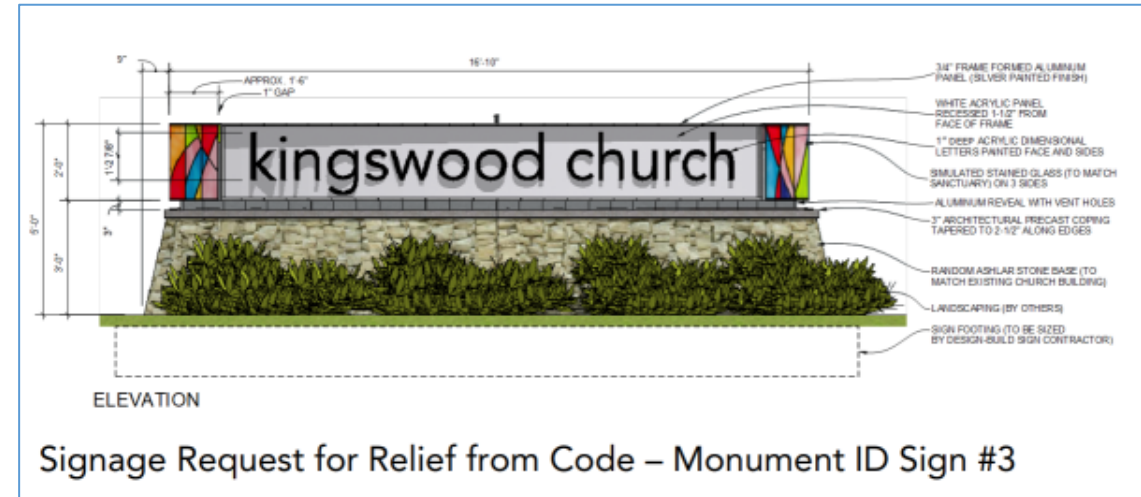
# Planning Commission, February 13, 2024

- Planning Commission voted unanimously (7-0) to recommend approval for MMSP 24-01
- No public comments

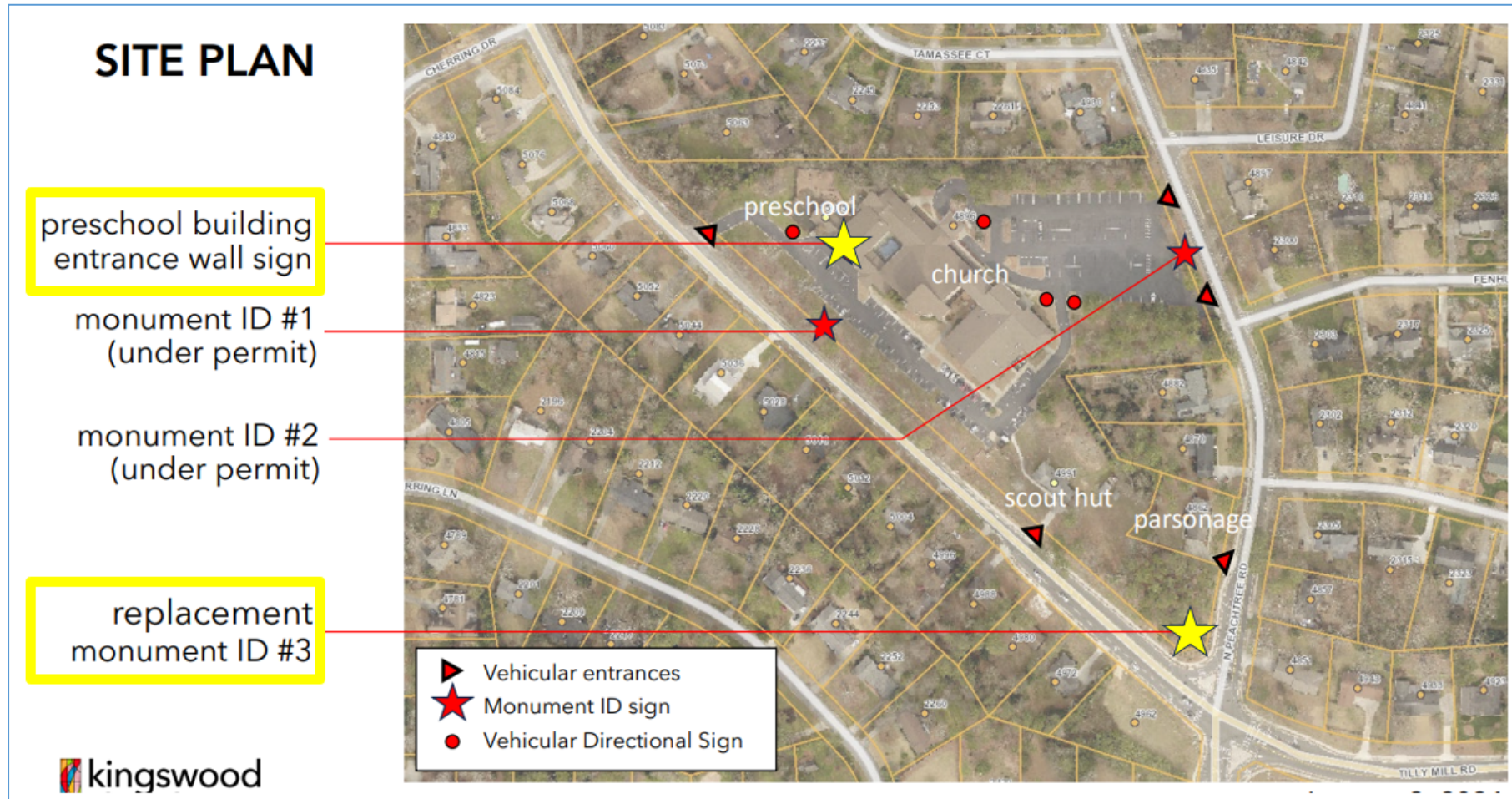


# MMSP 24-01 – Proposed Signs

- Monument sign
  - To replace existing nonconforming sign that consists of three crosses at the corner of N Peachtree Road and Tilly Mill Road
- Building entrance wall sign
  - To be placed on the preschool entrance facade

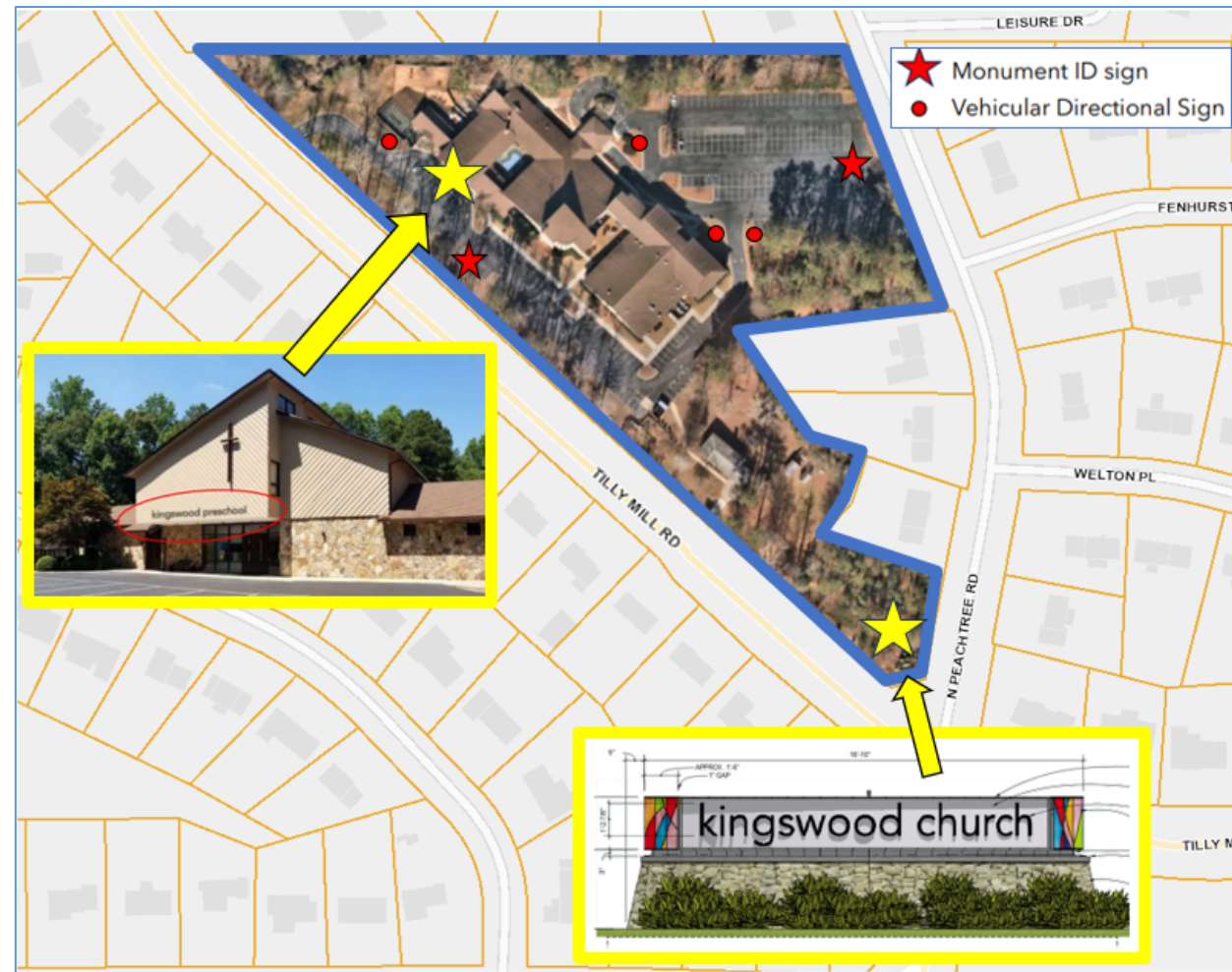


# MMSP 24-01 – Site Plan





# MMSP 24-01 – View and Direction of Signs

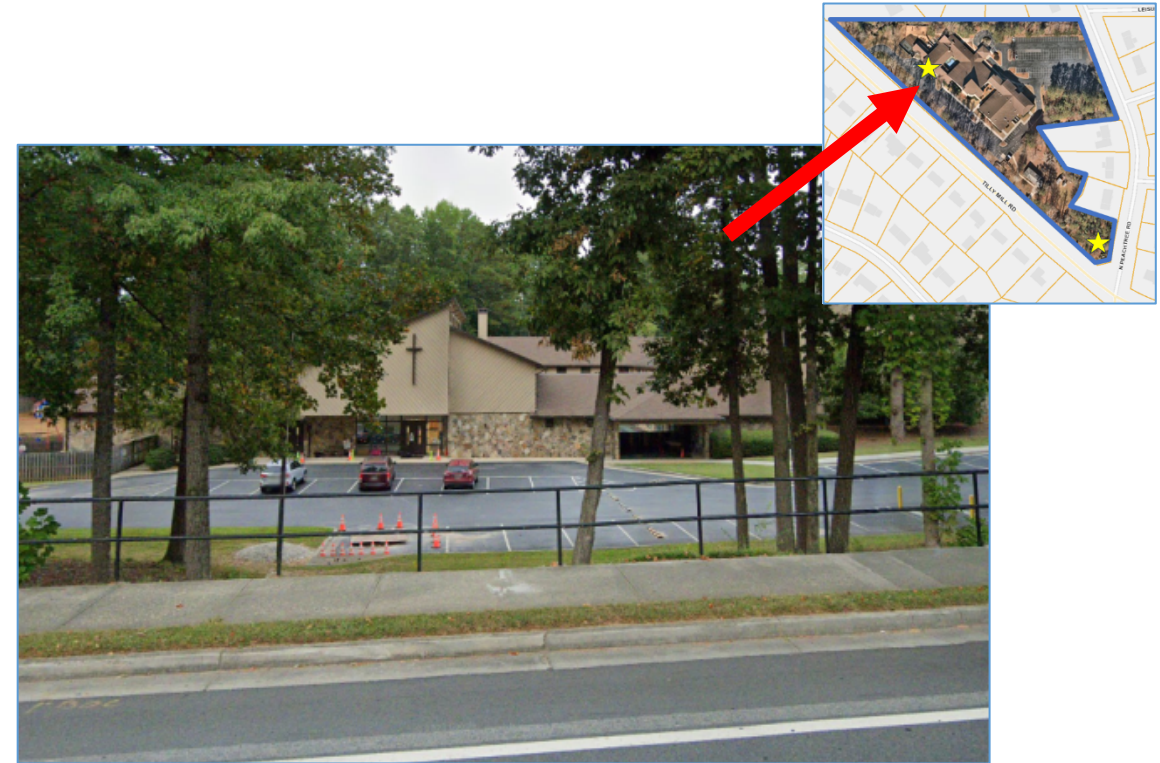


# MMSP 24-01 – Chart

Chart Showing Regulations vs Proposed Signage			
	Allowed Per Code	Proposed	Exemption?
<b>BUILDING ENTRANCE WALL SIGNS</b>			
Sign count	11	1	No
Area per sign	4 SF	30 SF	Yes
Height per sign (as measured from door threshold to top of sign)	6 feet	13.5 feet	Yes
Total sign area	44 SF	30 SF	No
<b>MONUMENT SIGNS</b>			
Sign count	2	3	Yes
Area per sign	36 SF	36 SF	No
Height per sign	6 feet	5 feet	No
Total sign area	72 SF	108	Yes
<b>WAYFINDING SIGNS</b>			
Sign count (2 per common development plus 2 max per full acre)	22	4	No
Area per sign	6 SF	6 SF	No
Height per sign	3 feet	3 feet	No
Total sign area	132 SF	24 SF	No

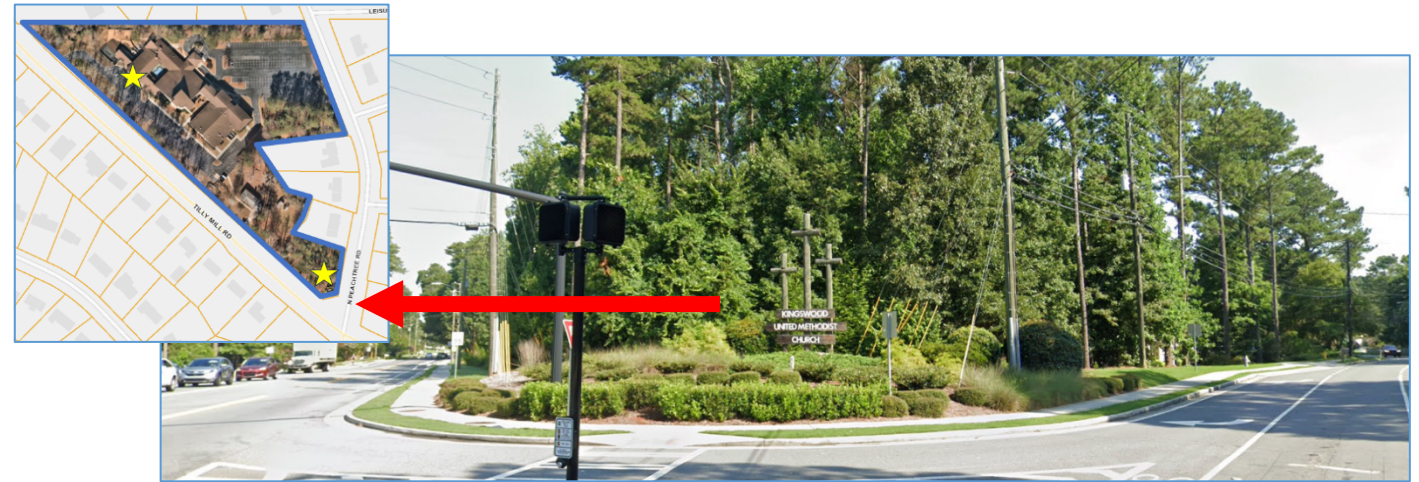


# MMSP 24-01 – Photos – Wall Sign





# MMSP 24-01 – Photos – Monument Sign

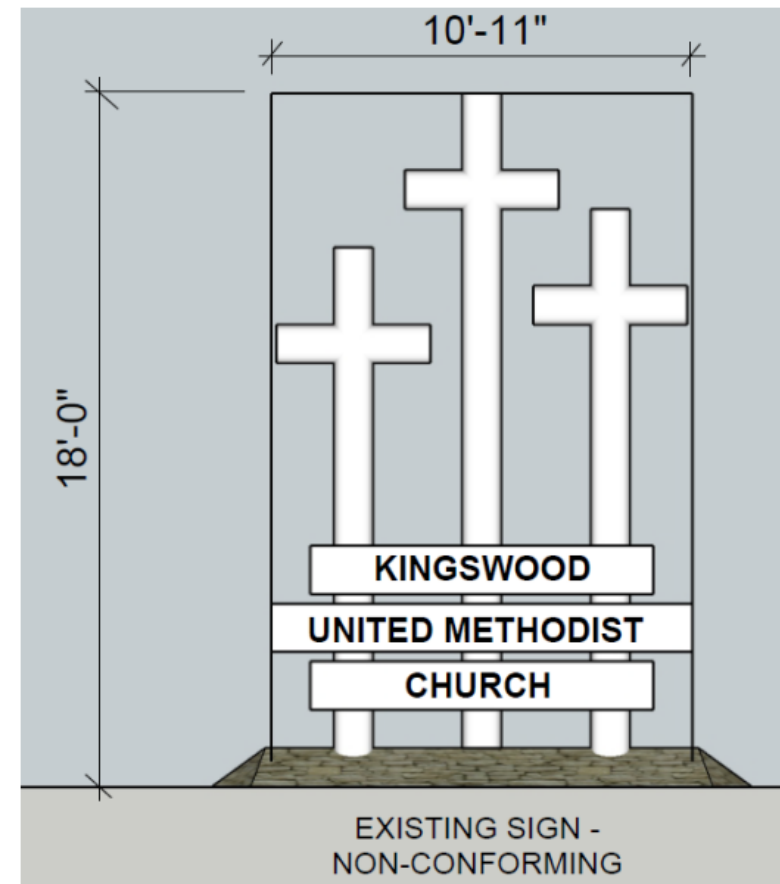


# MMSP 24-01 – Review and Approval Criteria

- **Visually consistent** within the development based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings?
  - Staff conclusion: Yes, there is visual consistency through the color scheme, lettering style, and materials
- **Consistent size and scale** to existing signs in the immediate area?
  - Staff conclusion: Yes, consistent signage in the area of a similar size and shape
- **Reasonably scaled** to the size of the subject structure and/or premises?
  - Staff conclusion: Yes, signs are reasonably scaled to building and façade size
- Do **unusual circumstances** exist that warrant the granting of this major master sign plan?
  - Staff conclusion: Yes, the monument sign is an improvement for the property as it replaces a nonconforming sign with a conforming sign and unique visibility concerns exist as a result of topography that necessitate a higher and larger building entrance wall sign than what is permitted by code

# MMSP 24-01 – Additional Renderings

**EXISTING NON-CONFORMING  
MONUMENT *(to be replaced)***





# MMSP 24-01 – Background

- Received a sign permit in November 2023 for 2 new monument signs and 4 new wayfinding signs
- Removing 2 existing monument signs and 9 existing wayfinding signs





# MMSP 24-02, 4553 North Shallowford Road

- John Barrow, on behalf of the property owner at 4553 North Shallowford Road, Dunwoody, GA, 30338, seeks a Major Master Sign Plan for Emory Healthcare.

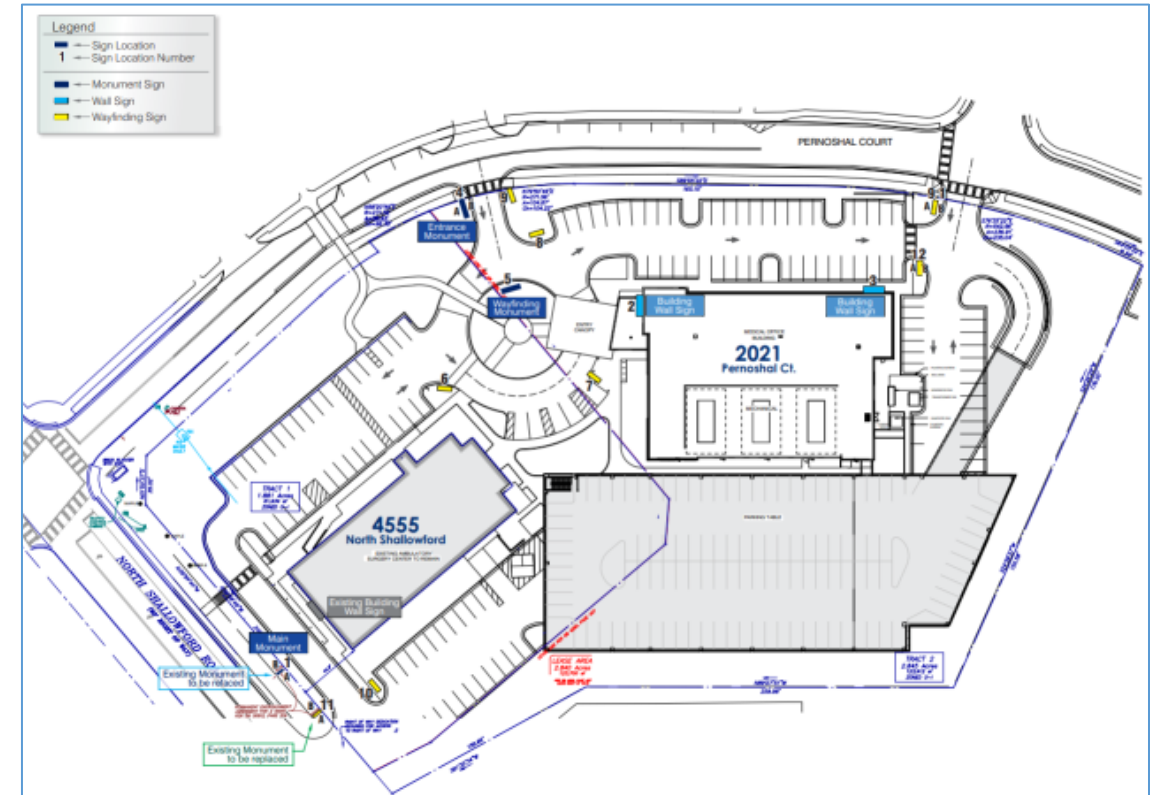
# Planning Commission, February 13, 2024

- Planning Commission voted unanimously (7-0) to recommend approval for MMSP 24-02
- One email against

# MMSP 24-02 – Background

- Property is developed with an existing ambulatory surgery center, while a medical office building and parking garage are both under construction
- RZ 21-04

- RZ 21-04



# MMSP 24-02 – Overview of Monument and Wall Signs #3.



# MMSP 24-02 – Proposed Monument Reface

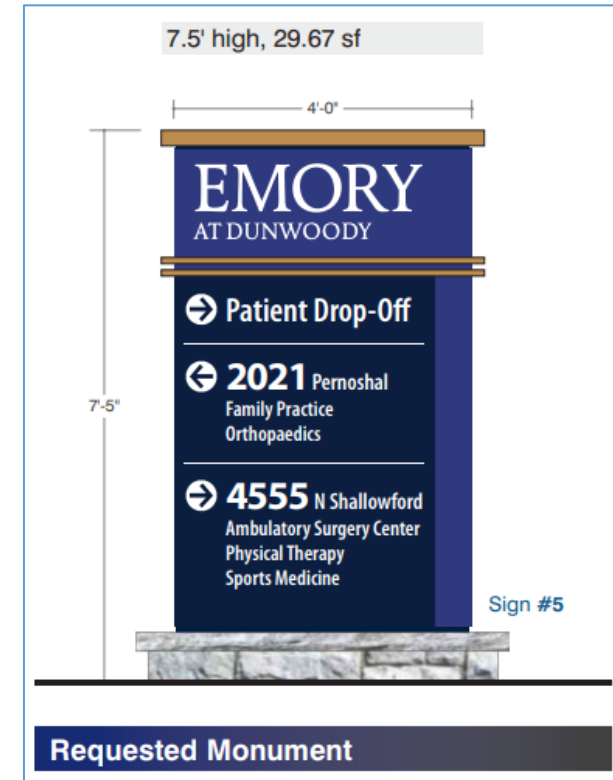
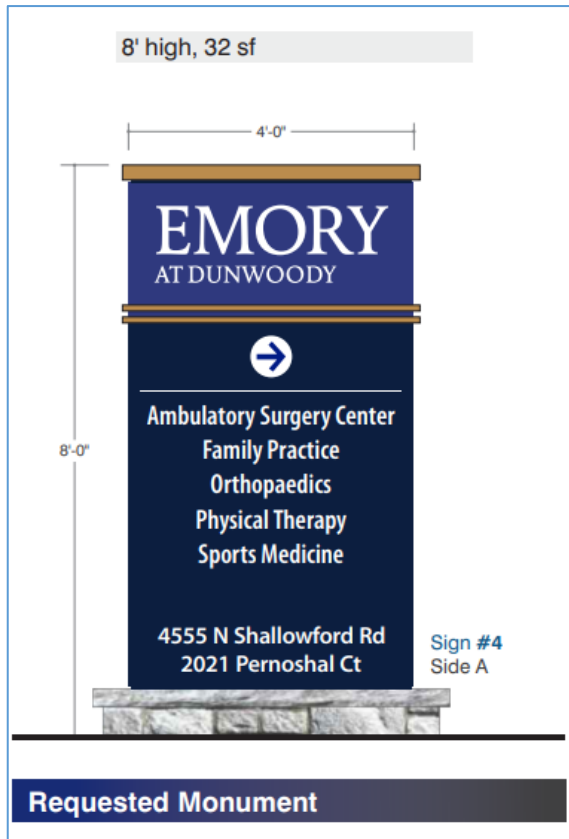


13'-2" high, 65.5 sf	13'-2" high, 65.5 sf
<p>Current code maximum 8' high, 32 sf sign face shown in yellow dashed lines</p>	
<b>Existing Monument</b>	<b>Requested Monument</b>
Sign installed 2014. Sign to be refaced.	Reface existing monument shown at left.

Sign #1 - Side A

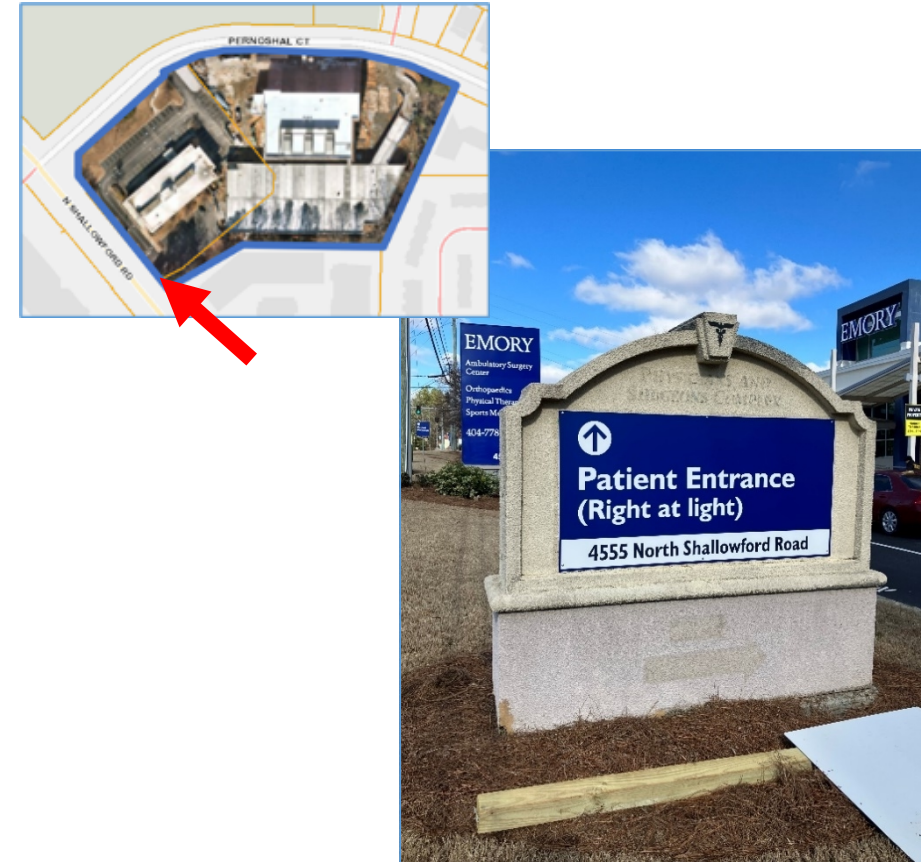


# MMSP 24-02 – Proposed Monument Signs (2)

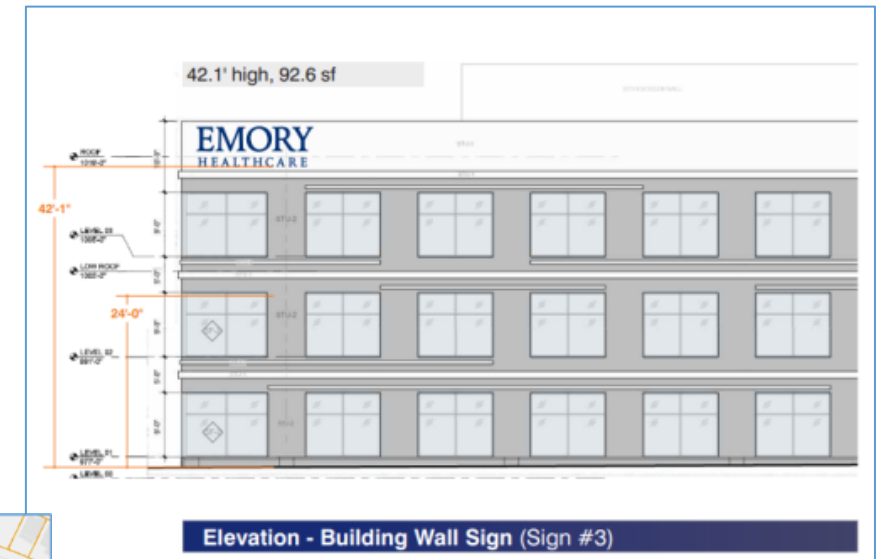
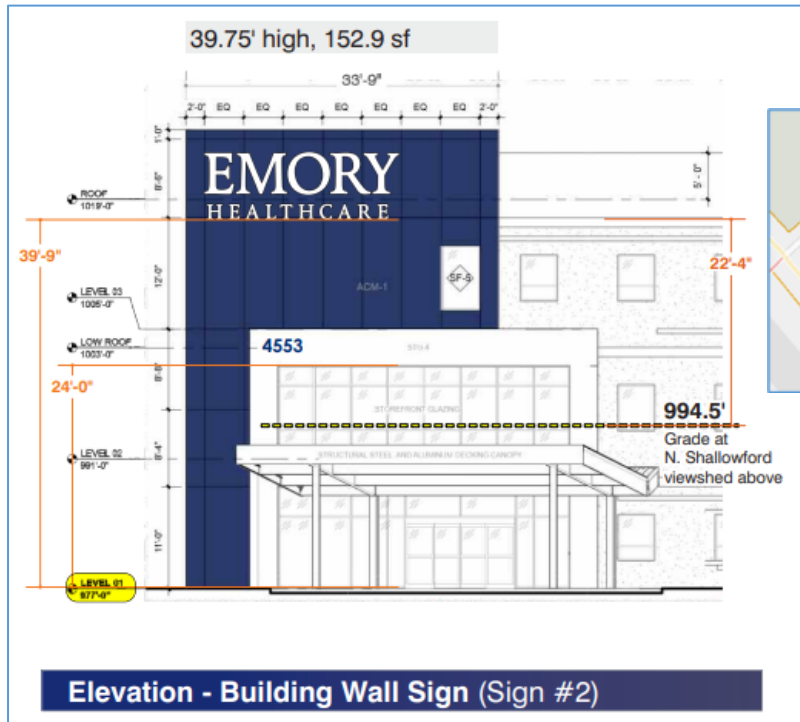


# MMSP 24-02 – Photos of Existing Monument Signs

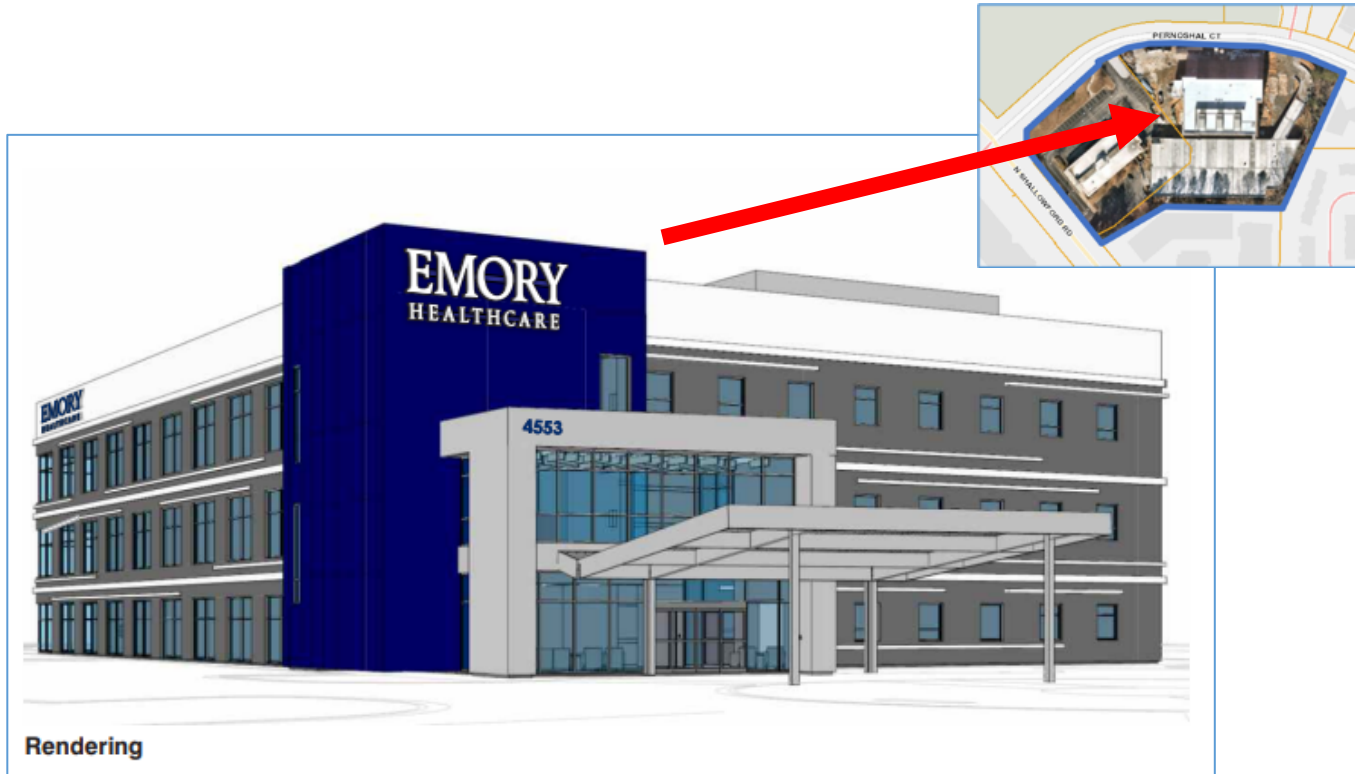
#3.



# MMSP 24-02 – Proposed Wall Signs (2)



# MMSP 24-02 – Proposed Wall Signs



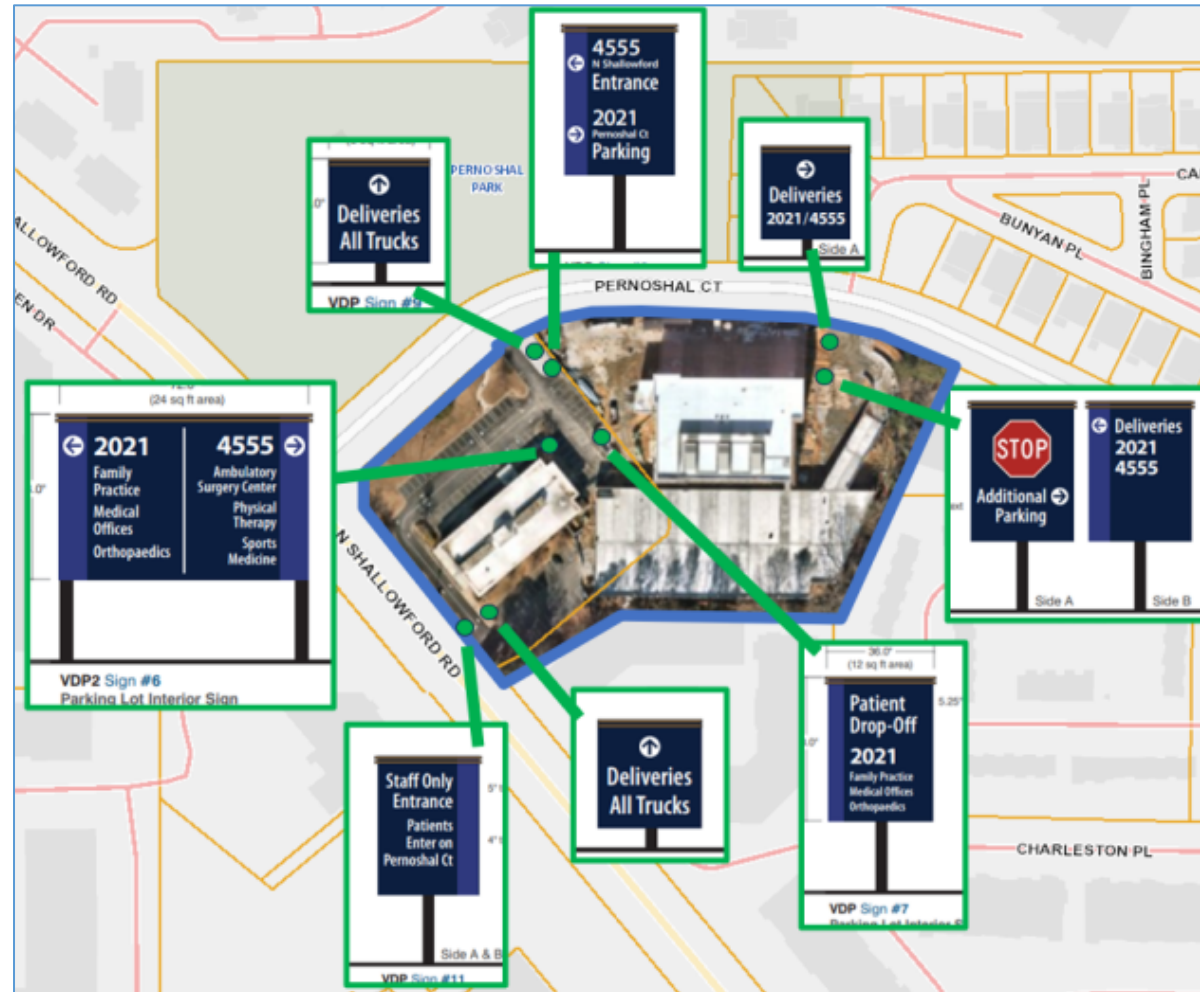


# MMSP 24-02 – Existing Wall Sign and New Building

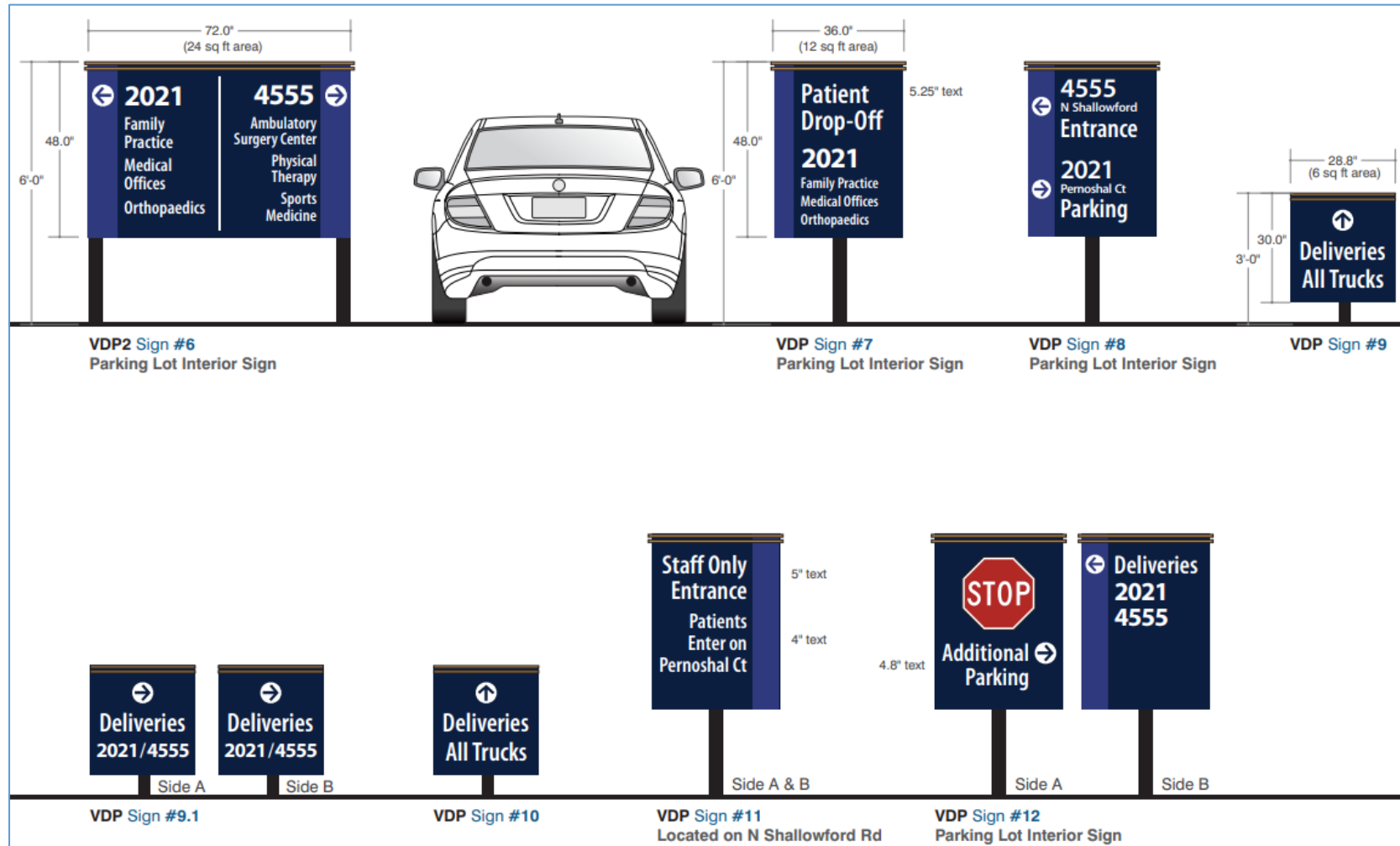
#3.



# MMSP 24-02 – Overview of Wayfinding Signs



# MMSP 24-02 – Proposed Wayfinding Signs (8)



# MMSP 24-02 – Chart

Chart Showing Regulations vs Proposed Signage			
	Allowed Per Code	Proposed	Exemption?
<b>WALL SIGNS</b>			
Sign count (max. number of building facades facing a street plus one)	5	3	No
Area per sign (10% of façade area or up to 180 SF, whichever is less)	180 SF* *just for medical office building; no wall sign changes to ambulatory building	Maximum 152.9 SF	No
Height per sign (measured from bottom of sign)	24 feet	Maximum 42.1 feet	Yes
Total sign area	720 SF	274.4 SF	No
<b>MONUMENT SIGNS</b>			
Sign count	2	3	Yes
Area per sign	32 SF	32 SF* *one existing 65.5 SF monument sign will be refaced; no exemption needed	No
Height per sign	8 feet	8 feet	No
Total sign area	64 SF	129.5 SF	Yes
<b>WAYFINDING SIGNS</b>			
Sign count	2	8	Yes
Area per sign	6 SF	Maximum 24 SF	Yes
Height per sign	3 feet	Maximum 6 feet	Yes
Total sign area	12 SF	90 SF	Yes



# MMSP 24-02 – Review and Approval Criteria

- **Visually consistent** within the development based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings?
  - Staff conclusion: Yes, there is visual consistency through the color scheme, lettering style, and materials
- **Consistent size and scale** to existing signs in the immediate area?
  - Staff conclusion: Yes, consistent signage in the area of a similar size and shape
- **Reasonably scaled** to the size of the subject structure and/or premises?
  - Staff conclusion: Yes, signs are reasonably scaled to building and façade size
- Do **unusual circumstances** exist that warrant the granting of this major master sign plan?
  - Staff conclusion: Yes, one of the monument signs is merely a reface while the two new ones are a minor request, unique visibility concerns exist as a result of topography that necessitate higher wall signs than what is permitted by code, and a healthcare campus has additional wayfinding needs

## MEMORANDUM

To: Mayor and City Council

From: Allegra DeNooyer, Planner II

Date: March 11, 2024

Subject: MMSP 24-01 – 4896 N Peachtree Road, Parcel ID # 18 359 02 015

### REQUEST

Paul McKeever, on behalf of the property owner at 4896 N Peachtree Road, Dunwoody, GA, 30360, seeks a Major Master Sign Plan for Kingswood United Methodist Church.

### APPLICANT

Property Owner: Kingswood United Methodist Church	Petitioner: Paul McKeever
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### PLANNING COMMISSION, 2.13.24

Planning Commission held a public hearing regarding the subject case on February 13, 2024. There were no public comments. Following a limited discussion, the Planning Commission voted unanimously (7-0) to recommend approval for MMSP 24-01.

### BACKGROUND & MASTER SIGN PLANS

The subject lot, 4896 N Peachtree Road, is zoned R-100 (Single-dwelling Residential-100) and abuts R-100 on all sides. The subject lot is 10 acres and is developed with a church and affiliated preschool. Due to the lot's status as a place of worship, the submitted master sign plan falls under quasi-public/institutional uses in the sign code (Sec. 20-90). It is located at the corner of N Peachtree Road and Tilly Mill Road and has frontage on both roads.

Aerial image:



As part of a new signage project for the whole property, Kingswood Church received a sign permit in November 2023 for two new monument signs and four new wayfinding signs. These signs, which have not yet been constructed, will replace two existing monument signs and nine existing wayfinding signs on the property and conform to the sign code. Because these signs met the standards of the sign code, no master sign plan application was required.

Sec. 20-133 of the City of Dunwoody Sign Code specifies that master sign plans shall provide for visual consistency within developments based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings. A master sign plan must be reviewed for compliance with these factors for all new common developments and in any existing development over 7 acres where total sign area is increasing or any sign location is changing. Since the subject property is 10 acres and Kingswood Church is proposing additional signs in new locations, the master sign plan process is triggered. The master sign plan process can also be used to make specific requests beyond what is allowed in the district regulations in the sign code, which can be granted either administratively (an administrative master sign plan) or by Mayor and City Council after a review by Planning Commission (a major master sign plan). The route that a master sign plan requesting exemptions from the sign code takes is determined by the nature of the exemptions.

In this case, Kingswood Church is requesting to exceed the maximum count for a sign type and to exceed the maximum area and height for an individual sign, which prompts the major master sign plan process. Kingswood Church is proposing two new signs to complete the signage project that was begun with the previously permitted signs: a building entrance wall sign and a monument sign.

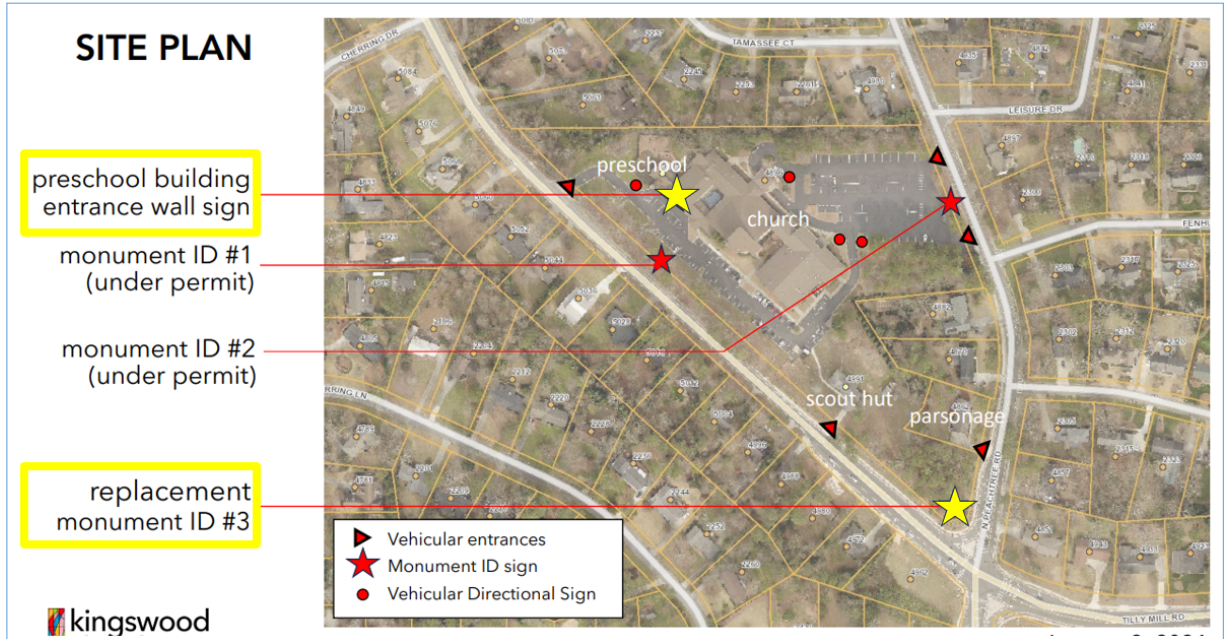
Chart Showing Regulations vs Proposed Signage

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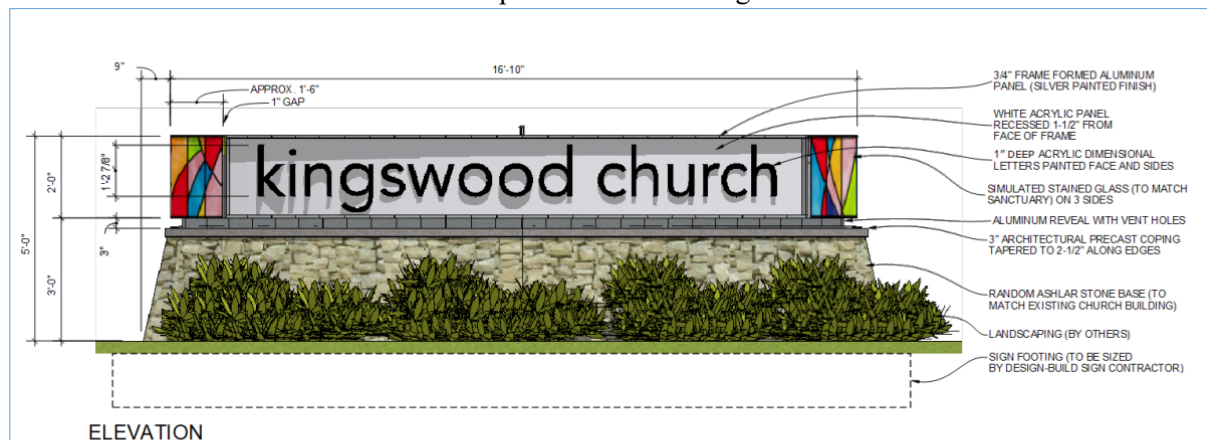
The applicant requests a building entrance wall sign to be placed on the preschool entrance façade and a monument sign to replace an existing nonconforming sign that consists of three crosses directly at the corner of N Peachtree Road and Tilly Mill Road. Sec. 20-90 of the sign code specifies that the property

is allowed 2 monument signs – the applicant is requesting a third, prompting the major master sign plan process. Sec. 20-90 of the sign code also specifies that building entrance wall signs can be no more than 4 square feet and no taller than 6 feet from the door threshold to the top of the sign – the proposed building entrance wall sign will be 30 square feet and 13.5 feet above the door threshold, which would prompt the administrative master sign plan process if these two were standalone requests. However, since the building wall sign is included with a request that triggered the major master sign plan process, all three requests are included with the major master sign plan process. Typical wall signs as seen on commercial properties are not allowed for quasi-public/institutional uses. However, through the master sign plan process, the applicant may reallocate the overall site-wide sign area to a single sign.

Site Plan (Requested signs outlined in yellow and marked with yellow stars)



Proposed Monument Sign



Signage Request for Relief from Code – Monument ID Sign #3

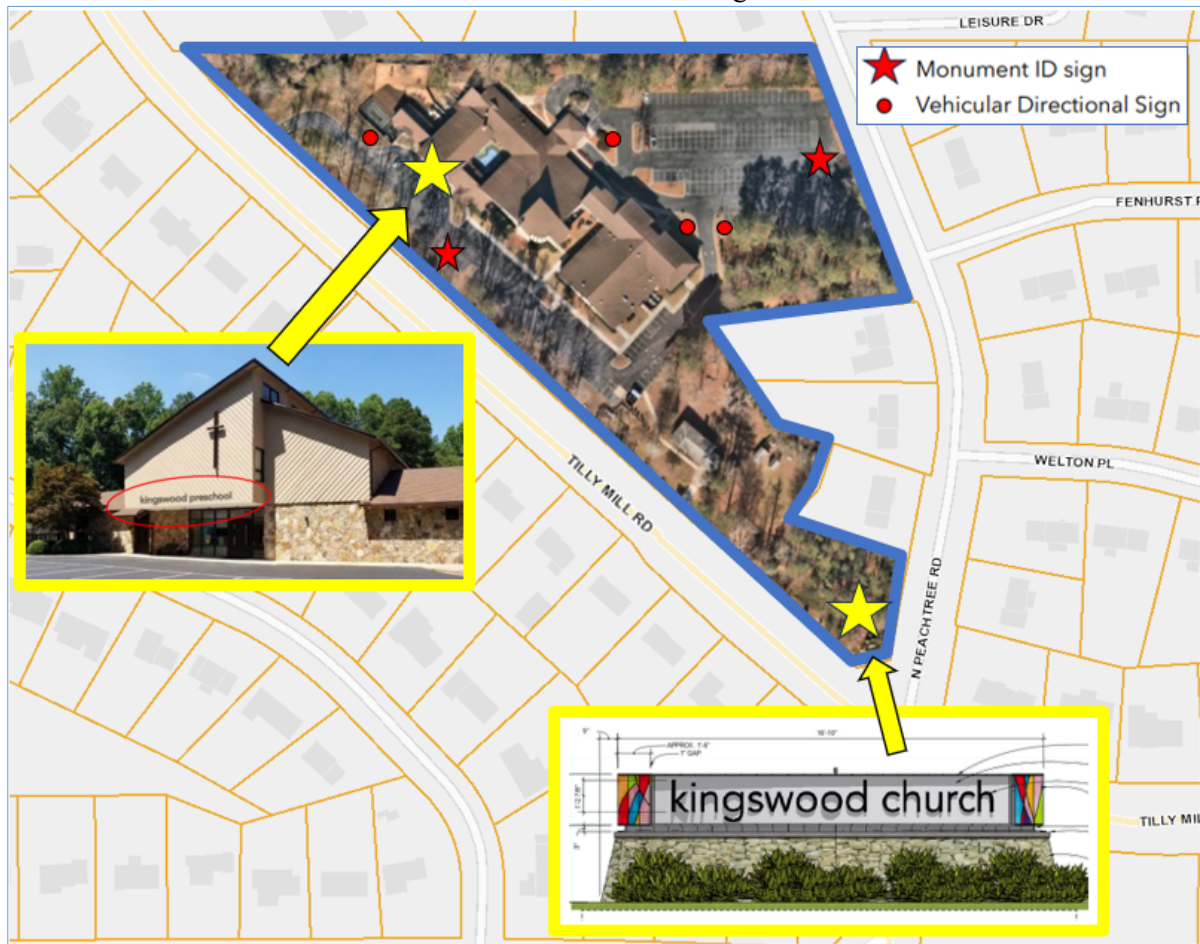


Proposed Building Entrance Wall Sign



Signage Request for Relief from Code – Preschool Building Entrance Wall Sign

View and Direction of Signs



## REVIEW AND APPROVAL CRITERIA

Chapter 20, §20-133(iii)(7) identifies the following criteria for evaluation that must be used in reviewing and taking action on all major master sign plan applications:

- i. Whether the proposed signs(s) are visually consistent within the development based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings;
- ii. Whether the proposed sign(s) are of a consistent size and scale to existing signs in the immediate area;
- iii. Whether the proposed sign(s) are reasonably scaled to the size of the subject structure and/or premises; and
- iv. Whether unusual circumstances exist that warrant the granting of this major master sign plan.

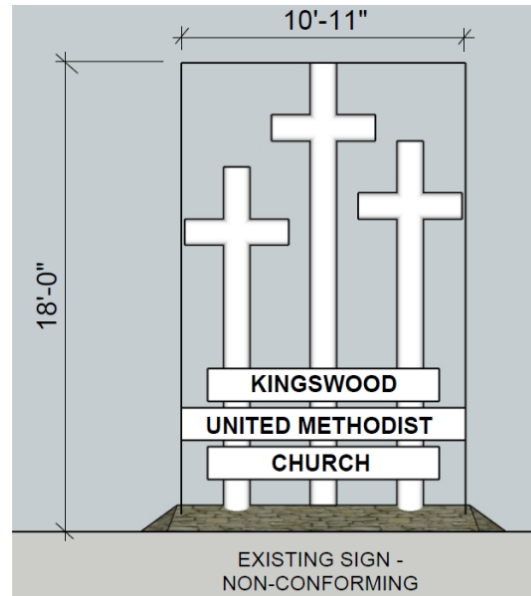
The major master sign plan proposal from Kingswood Church addresses visual consistency through the color scheme, lettering style, and materials. Both the two previously permitted monument signs and the third proposed monument sign use ashlar stone as a base and simulated stained glass as an accent, both of which match the materials used in the church building. The previously permitted wayfinding signs also have an applied vinyl graphic that matches the stained glass. The proposed building area entrance wall sign uses the same lettering style as all three monument signs and the wayfinding signs. Overall, staff finds that the major master sign plan proposal does provide visual consistency with the proposed signs, the previously permitted signs, and the church and preschool building.

The proposed monument sign is of a consistent size and scale to existing signs in the surrounding area – St. Patrick's Episcopal Church and St Barnabas Anglican Church have monument signs of a similar size and shape. Its size also conforms to the sign code and is at a reasonable scale for pedestrians and for the premises. The proposed building entrance wall sign is also at a reasonable scale to the size of the subject structure – it is at a fairly modest size and fits the façade of the preschool entrance. For context, wall signage in commercial areas is typically allowed to be 10% of the façade area it is placed onto.

The subject property is unusual since it exists at the corner of N Peachtree Road and Tilly Mill Road and therefore has 2 separate frontages and 5 different vehicular entrances. Additionally, the existing sign at the corner of N Peachtree Road and Tilly Mill Road is nonconforming and does not match a permitted sign type in the sign code. It is approximately 18 feet tall and 190 square feet, which exceeds what is permitted per code. Thus, staff finds that the proposed monument sign is an improvement for the property as it replaces a nonconforming sign with a conforming sign in terms of height, area, and materials and is at a pedestrian friendly and reasonable scale that conforms with the dimensions in the sign code.

The topography for the subject property is highly unusual – the church and preschool building sits approximately 15 feet below the grade of Tilly Mill Road. The height of the proposed building entrance wall sign is 14 feet above the door threshold of the preschool entrance, which is 8 feet above what is allowed per code, but still slightly below the grade of the Tilly Mill Road. The property has 11 building entrances – accordingly, a larger sign (30 square feet) is more accurately suited to the size of the building and the wayfinding needs of the site than what would be allowed per code (6 feet). Therefore, staff finds that unique visibility concerns exist for Kingswood Church and the associated preschool that necessitate a higher and larger building entrance wall sign than what is permitted by code.

## Existing Non-Conforming Ground Sign

**EXISTING NON-CONFORMING  
MONUMENT *(to be replaced)*****COMMENTS FROM OTHER PARTIES**

Correspondence Received: None.

**DEPARTMENT OF COMMUNITY DEVELOPMENT RECOMMENDATION**

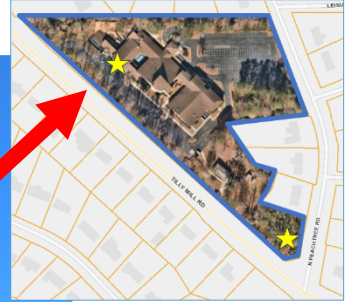
Based on the above analysis and findings, staff has determined that the requested major master sign plan does meet the requirements of Chapter 20, §20-133(iii)(7); therefore, staff recommends APPROVAL of the request.

**ATTACHMENTS**

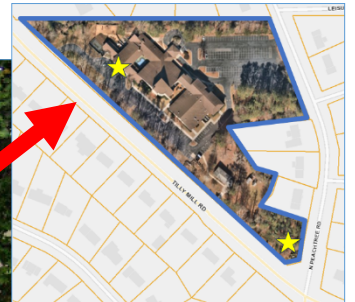
- Staff Memo
- Appendix A, Site Photos
- Major Master Sign Plan Application



## Appendix A, Site Photos



The façade for the proposed building wall sign



View of the façade for the proposed building wall sign from Tilly Mill Road





The existing nonconforming sign to be replaced by the proposed monument sign



View of the existing nonconforming sign from the intersection of Tilly Mill Road and N Peachtree Road



# MAJOR MASTER SIGN PLAN APPLICATION

## Community Development

4800 Ashford Dunwoody Road | Dunwoody, GA 30338  
Phone: (678) 382-6800 | Fax: (770) 396-4828

### Project:

Name of Project / Subdivision: <u>KINGSWOOD CHURCH SIGNS</u>	Zoning: <u>R-100</u>
Property Address / Location: <u>4896 N PEACHTREE RD.</u>	
District: <u>PUBLIC INSTITUTIONAL</u> Land Lot: <u>          </u>	Block: <u>          </u> Property ID: <u>18 359 02 015</u>

### Owner Information:

Owner's Name: <u>Kingswood United Methodist Church, Inc.</u>		
Owner's Address: <u>4896 N Peachtree Rd, Dunwoody, GA 30338</u>		
Phone: <u>770-457-1317</u>	Fax: <u>          </u>	Email: <u>loganjeeps@yahoo.com</u>

### Applicant Information: ☐ Check here if same as Property Owner

Contact Name: <u>Paul McKeever</u>		
Address: <u>4843 Coldstream Drive, Dunwoody, GA 30360</u>		
Phone: <u>734-846-7454</u>	Fax: <u>          </u>	Email: <u>mckeever.paul@gmail.com</u>

### Terms & Conditions:

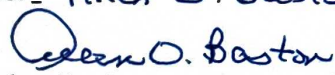
I hereby certify that to the best of my knowledge, this application form is correct and complete. If additional materials are determined to be necessary, I understand that I am responsible for filing additional materials as specified by the City of Dunwoody Sign Ordinance. I understand that failure to supply all required information (per the relevant Applicant Checklists and Requirements of the Dunwoody Sign Ordinance) will result in the rejection of this application.

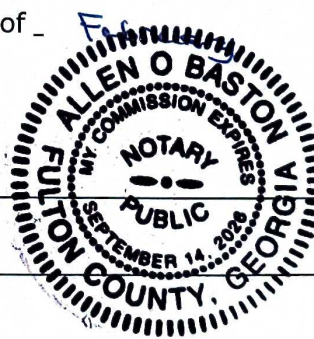
Applicant's Name: Paul McKeever

Applicant's Signature: 

Date: 2/2/2024

### Notary:

Sworn to and subscribed before me this 2nd Day of Feb, 2024  
Notary Public: Allen O. Baston  
Signature:   
My Commission Expires: 9/14/26



### \*Application Requirements:\*

- Major Master Sign Plan Application (See Page 1)
- Property Owner Notarized Affidavit(s) (See Page 2)
- Site plan showing location of buildings, parking lots, driveways and landscaped areas and the location, size, area and height of all proposed signs
- List of all requests and all signs
- Computation of the maximum total sign area allowed and the maximum area allowed and requested for each individual sign
- Narrative AND graphic description of visual consistency among all signs, regarding color scheme, lettering or graphic style; materials and support structures; and location of each sign on the site and on buildings


## Community Development

4800 Ashford Dunwoody Road | Dunwoody, GA 30338

Phone: (678) 382-6800 | Fax: (770) 396-4828

**Property Owner (If Applicable):**

Owner Name: Kingswood United Methodist Church, Inc.


Signature:  Date: 1/30/24

Address: 4896 N Peachtree Rd, Dunwoody, GA 30338

Phone: 770-457-1317 Fax: \_ Email: loganjeeps@yahoo.com

Sworn to and subscribed before me this 30<sup>th</sup> Day of January, 2024

Notary Public: Allen O. Baston



**Property Owner (If Applicable):**

Owner Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Sworn to and subscribed before me this \_\_\_\_\_ Day of \_\_\_\_\_, 20\_\_

Notary Public: \_\_\_\_\_

**Property Owner (If Applicable):**

Owner Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Sworn to and subscribed before me this \_\_\_\_\_ Day of \_\_\_\_\_, 20\_\_\_\_

Notary Public: \_\_\_\_\_

kingswood church  
4896 N. Peachtree Rd.

# Master Sign Plan



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1. Summary
2. Monument Sign (Sec. 20-90.a)
3. Building Entrance Wall Sign (Sec. 20-90.a)

## Appendix

- Deed / Land Description
- Intersection Plan Site Triangle

# SUMMARY

Unique circumstances require request for relief from sign code.

## Primary Goals

- Visual Uniformity
- Ease of Wayfinding
- Appropriate Scale
- Appropriate Materials

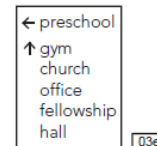
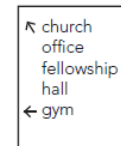
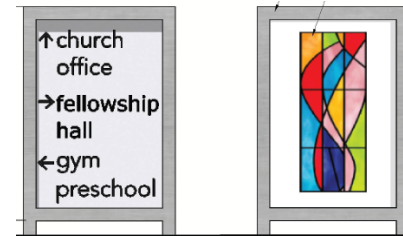


# SUMMARY

Unique circumstances require request for relief from sign code.



Requesting Approval



Approved Signs – Under Permit

# SUMMARY - NARRATIVE

Wayfinding in and around the Kingswood campus has historically been a challenge. The main buildings are set back over 100 feet from the street and there are five road entrances to the campus from two major roadways. When directing visitors to church the existing monument sign at the intersection of N. Peachtree Road and Tilly Mill Road helps visitors know they've arrived and is a decision point depending on which entry to the campus they need to use - however it is an old sign and needs to be replaced and it does not conform to the current Dunwoody Sign Code. The Kingswood Preschool entrance can be challenging to locate for visitors, first time parents or guardians unfamiliar with entrance location.

This campus sign masterplan submission is requesting relief from 2 provisions in the Dunwoody Sign Code due to the unique circumstances of this campus. City of Dunwoody Staff have been very supportive during this process and we have taken Staff feedback and have reduced the number of signs and areas to arrive at the proposed solutions.



Requesting Approval





## Signage Request for Relief from Code – Monument ID Sign #3

15'-0"

24"

# kingswood preschool



(note – Preschool Building Entrance Wall Sign was previously permitted under old sign code, had not yet been installed and permit has since expired)

## Signage Request for Relief from Code – Preschool Building Entrance Wall Sign



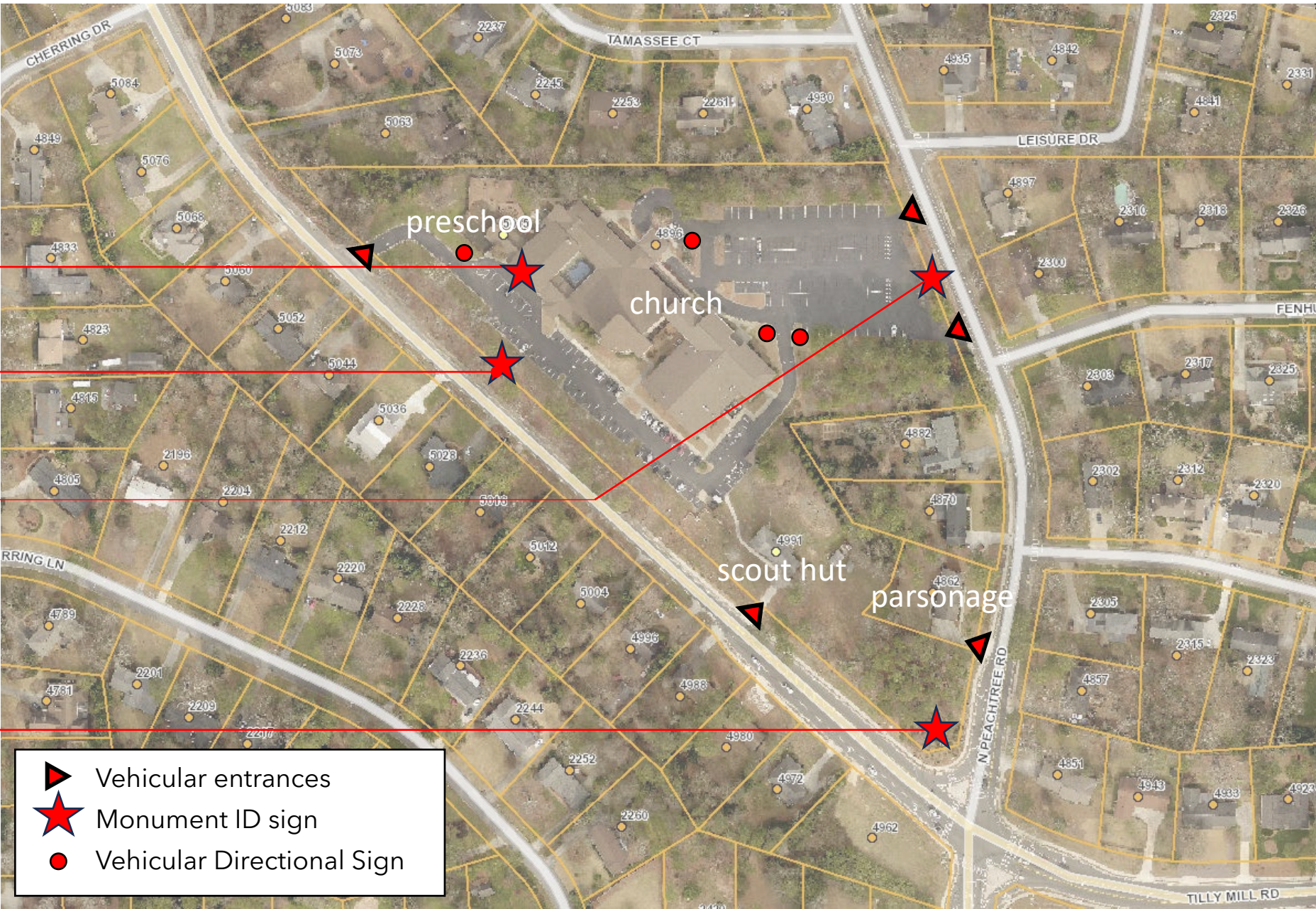
# SITE PLAN

preschool building  
entrance wall sign

monument ID #1  
(under permit)

monument ID #2  
(under permit)

replacement  
monument ID #3





## MONUMENT ID SIGN #3

The existing campus monument ID sign at the corner of Tilly Mill and N. Peachtree lets visitors know they have arrived at the campus and is a decision point for drivers. For example, the entrance to the Boy Scout Hut is the first driveway past the monument sign on Tilly Mill, the Preschool entrance is the second driveway past the monument sign. On N. Peachtree the Parsonage is the first driveway on the left after the monument sign, the primary Church entrances are further down the road on the left.

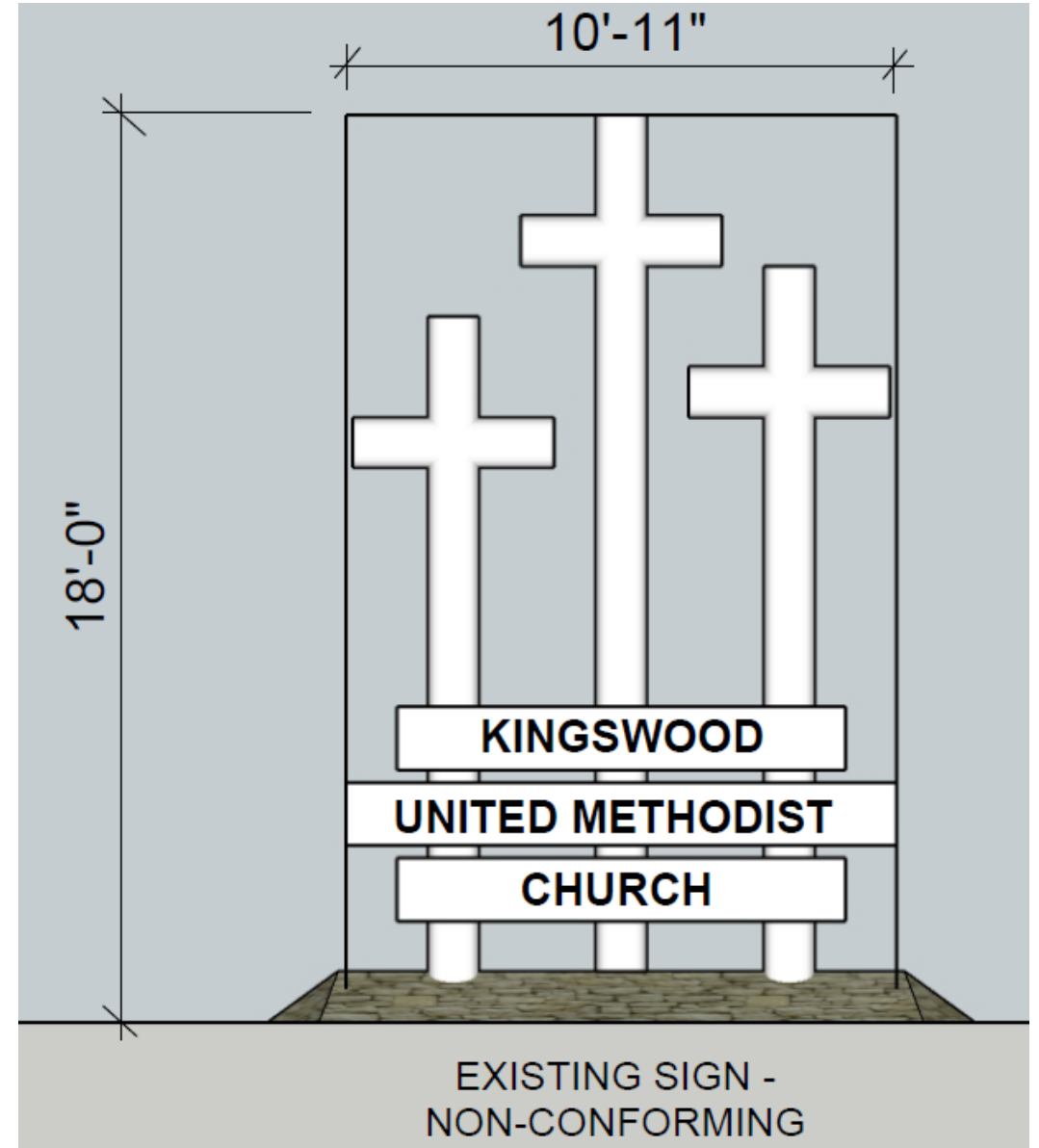
The Dunwoody Sign code allows for one (1) monument sign per vehicular entrance up to two (2) maximum. The Kingswood campus has five (5) vehicular entrances, two (2) on Tilly Mill Road, three (3) on North Peachtree Road (see siteplan). This masterplan submission is requesting relief from section 20-90(a) to exceed the two (2) maximum allowed monument ID signs by replacing an existing third non-conforming monument sign with a new monument sign that is otherwise in conformance with design guidelines for monument signs.

The existing monument sign does not conform with the Dunwoody Sign Code and we are proposing to replace it with a sign that conforms to height, area and material requirements. The proposed sign is also visually compatible with other previously approved signage. The visual area of the existing sign is approximately 190 sq. ft. which exceeds the allowable monument sign face area by 150 sq. ft. The height of the existing sign is approximately 18 feet which exceeds the total sign height of 6 foot maximum. There is virtually no sign base on the existing sign, which the Sign Code dictates a minimum of 1 foot base height. The proposed sign conforms to all height, area, and material requirements per the Dunwoody Sign Code Monument Sign requirements, Section 20-90 (a) Signs Specific to Quasi-Public/Institutional Uses.

We are requesting relief from the maximum allowable number of Monument signs of two (2) and to allow this campus to replace the existing third non-conforming monument sign with the proposed sign.



# EXISTING NON-CONFORMING MONUMENT *(to be replaced)*





# EXISTING MONUMENT SIGNS IN THE AREA





# EXISTING MONUMENT SIGNS IN THE AREA

## Characteristics

- Solid base
- Large sign face
- Logo / Brand
- Pedestrian Scale



# EXISTING / NEW COMPARISON

## New

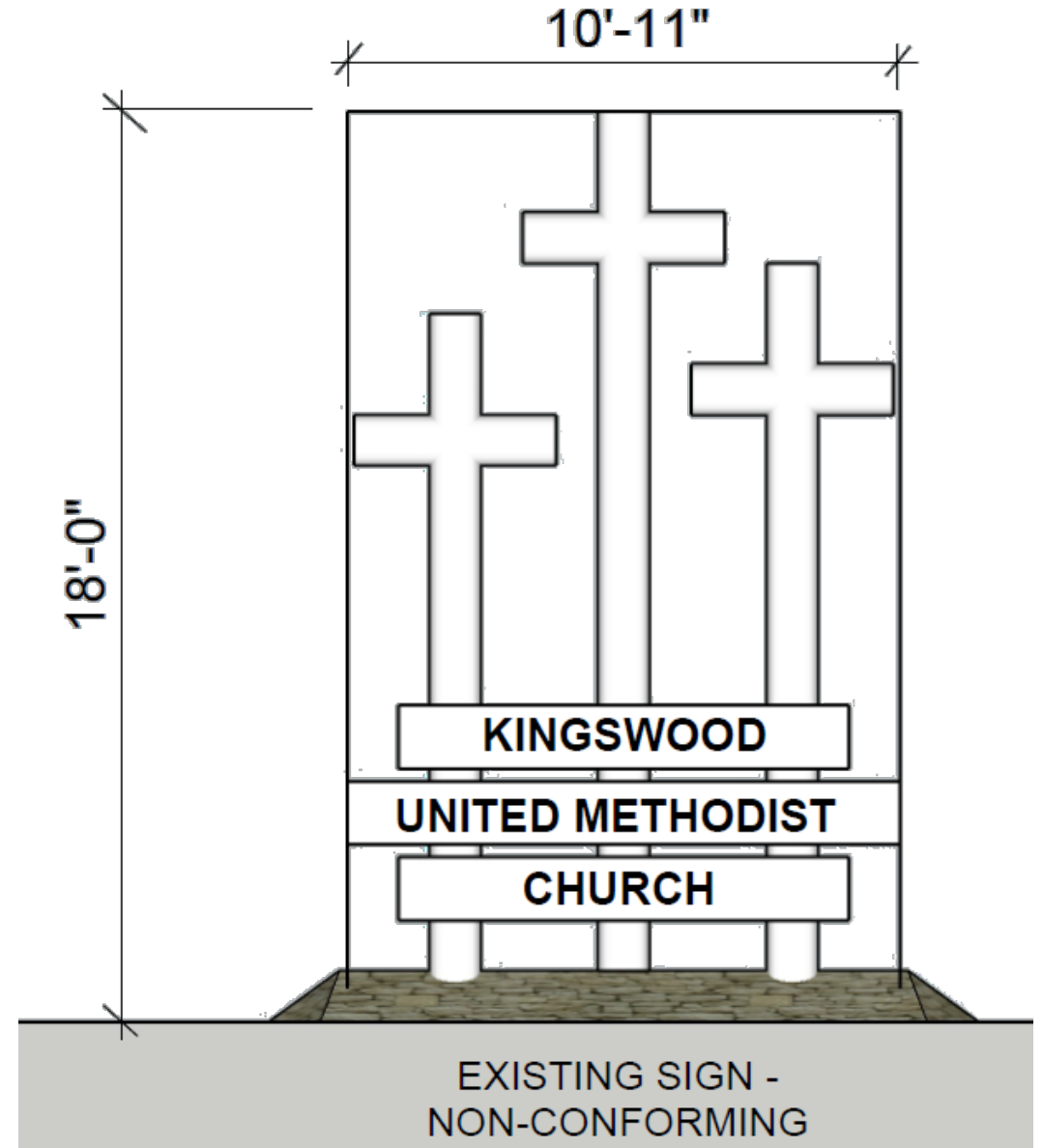
- Solid base
- Large sign face
- Visual Uniformity
- Pedestrian Scale

## Existing

- No base
- Over Scaled
- Does not match other signs



Proposed 3<sup>rd</sup> Monument ID Sign





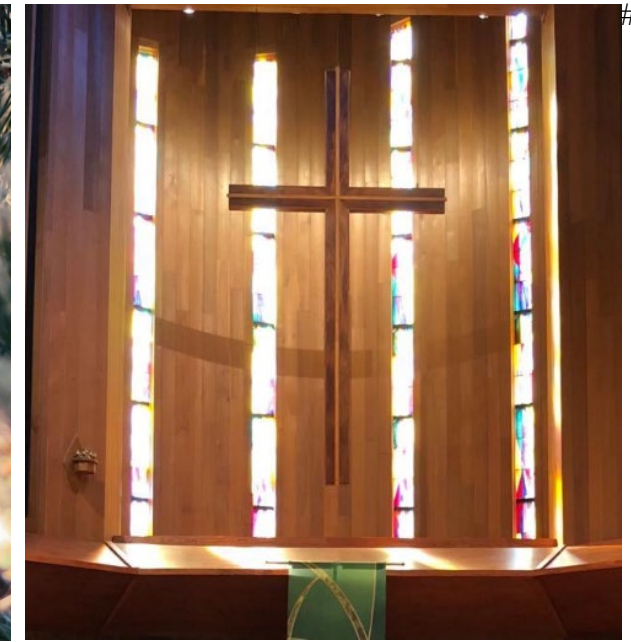
# VISUAL COMPATABILITY

## New

- Materials to Match Existing Building
- Simulated Stained Glass
- Ashlar Stone
- Visual Uniformity
- Pedestrian Scale



Proposed 3<sup>rd</sup> Monument ID Sign





# PREVIOUSLY PERMITTED

## Monument ID Sign Replacements



North Peachtree Monument ID Sign



# PREVIOUSLY PERMITTED

## Monument ID Sign Replacements



Tilly Mill Monument ID Sign





# VISUAL COMPATABILITY

## New

- Visual Uniformity for All Signs
- Lettering Styles
- Material Consistency
- Conformance with Sign Standards\*



Proposed Monument ID Sign



Approved Signs – Under Permit

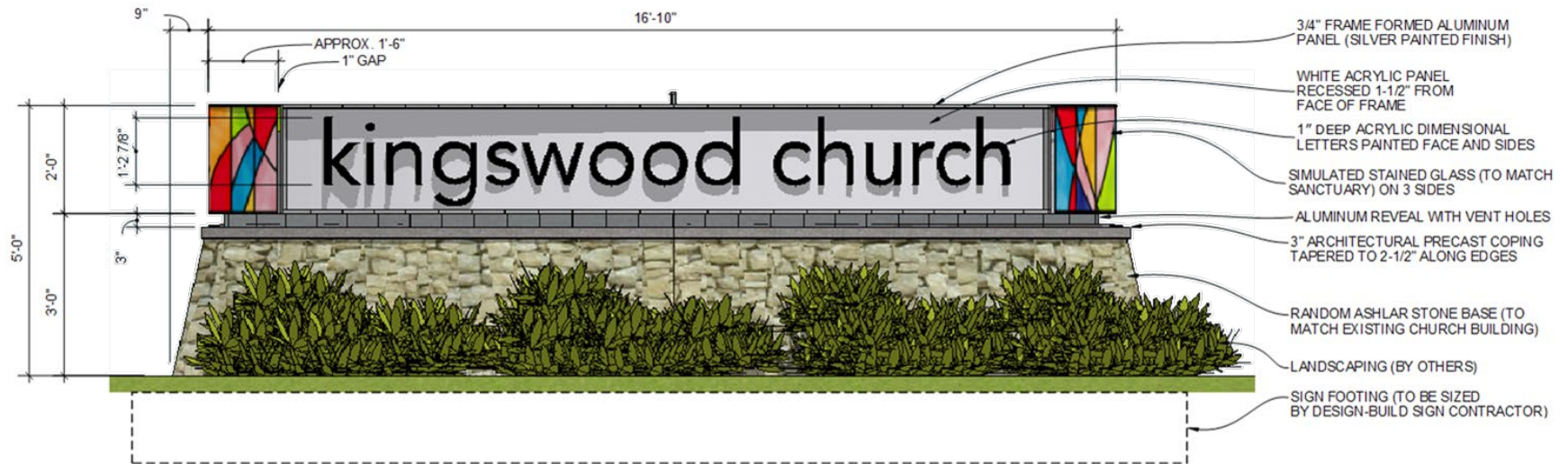
# REQUEST FOR RELIEF FROM CODE

3<sup>rd</sup> Monument ID Sign to Replace Existing Non-Conforming 3<sup>rd</sup> Monument ID Sign.

Allowed 1 Monument Sign per Vehicular Entrance up to 2 Max. per Sec. 20-90 (a)

Requesting relief from Code to allow the 3<sup>rd</sup> Monument ID Sign.

Calculations	Provided	Allowed
Sign Face Area	35.96 sq. ft.	36 sq. ft.
Height	5 ft.	6 ft.
Base Height	3 ft.	1-3 ft.
ROW setback	5 ft.	5 ft. min.



# PRESCHOOL BUILDING ENTRANCE WALL SIGN

The Kingswood Preschool entrance can be challenging to locate for visitors, first time parents or guardians unfamiliar with entrance location. The preschool entrance is tucked away under a portico, 16 feet below Tilly Mill street level, is one of many building entrances and does not have a sign clearly indicating its function. This can cause vehicular traffic issues in and around the church driveway. Several factors exacerbate the wayfinding problem including the multiple vehicular entrances (5), multiple building entrances (11) on the campus and the large scale of the building itself relative to the entry doors.

The current sign code section 20-90 (a) allows for 1 wall sign per building entrance, 6 feet above the door threshold and each building entrance sign is allowed 4 square feet of sign area. Currently the building has 11 points of entry and no entrance wall signs. Under the current code we would be permitted to have 4 square feet of entrance wall sign area per each 11 points of entry equating to 44 square feet total of entry wall sign area.

We are requesting relief from the code area and height limitations to allow us to have one wall sign at 30 square feet total to clearly mark the entrance to the preschool over the entry portico, 13 ft.-6" above the door threshold. The scale of the proposed sign is compatible with the building scale and will aid visitors in finding the preschool entrance.

We have discussed our proposed preschool entrance wall sign with the City of Dunwoody Staff and we have reduced the number of wall signs being requested to this one entrance wall sign for the preschool. We note the preschool wall sign was previously approved and permitted under the old Dunwoody sign code, but the sign had not been installed by the time that the previous permit expired.



PRESCHOOL ENTRANCE



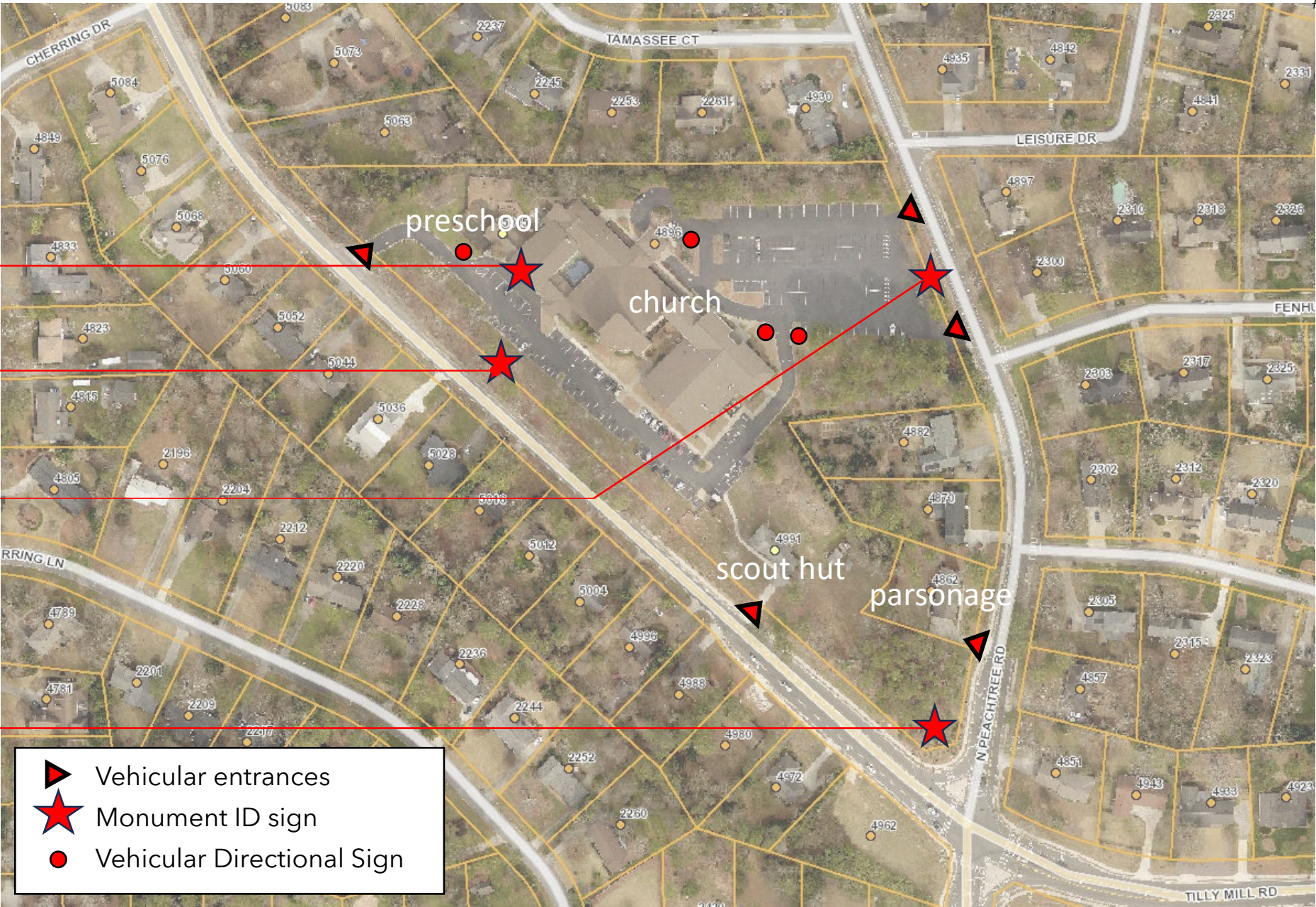
# SITE PLAN

preschool building  
entrance wall sign

monument ID #1  
(under permit)

monument ID #2  
(under permit)

replacement  
monument ID #3

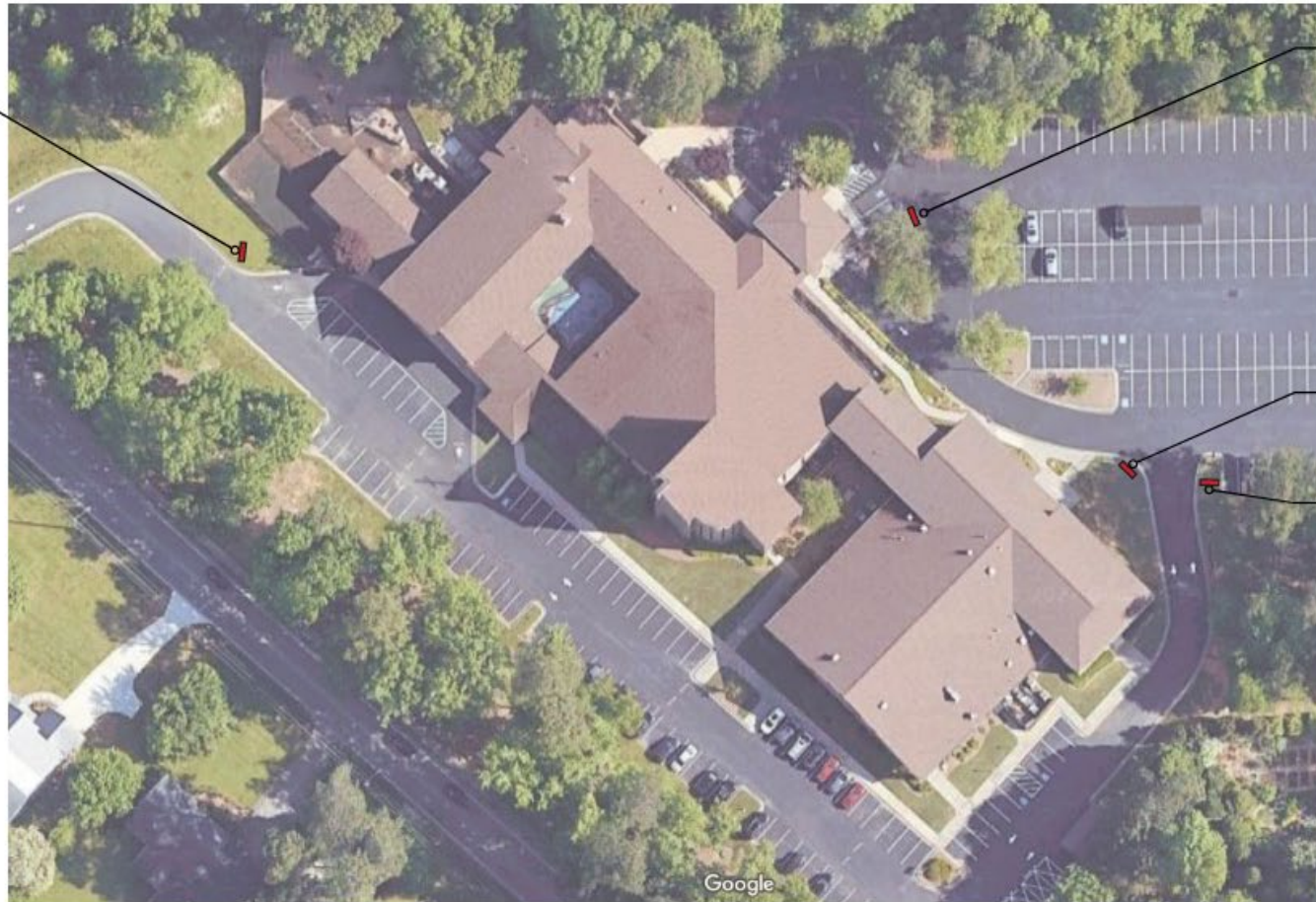




# SITE PLAN

Previously  
Permitted Vehicular  
Directional Signs

03e



03a - VEHICULAR DIRECTIONAL SIGNS



03c

03d

↑ church  
office  
→ fellowship  
hall  
← gym  
preschool

03a

↑ gym  
→ church  
office  
fellowship  
hall  
← preschool

03c

↖ church  
office  
fellowship  
hall  
← gym

03d

← preschool  
↑ gym  
church  
office  
fellowship  
hall

03e



# BUILDING SCALE AND ENTRANCES

View from N.  
Peachtree  
setback 285'  
3 entrances



View from Tilly Mill  
setback 150 ft.  
8 entrances





# ELEVEN BUILDING ENTRANCES

Per Sign Code Sec. 20-90 (a)

Allowed 1 wall sign per building entrance each sign to have maximum area of 4 square feet.  
Current campus buildings do not have entrance wall signs, and have 11 different points of entry from the exterior.

$4 \times 11 = 44$  sq. ft. total area allowed



View from Tilly Mill  
setback 150 ft.  
8 entrances





# REQUEST FOR RELIEF FROM CODE

Preschool Building Entrance Wall Sign (2'x15' = 30 sq. ft.)



existing



proposed

15'-0"

24"

kingswood preschool

Pin Mounted  
Painted Aluminum  
Dimensional Letters

# Appendix

- Deed / Land Description
- Intersection Plan Site Triangle



RE 364



# Lawyers Title Insurance Corporation

ATLANTA BRANCH OFFICE

## DEED TO SECURE DEBT

STATE OF GEORGIA  
FULTON County.

THIS INDENTURE, Made the 15th day of January, in the year one thousand nine hundred seventy five, between WILLIS O. JACKSON, JR., GARY T. FULLER, WALTER W. MITCHELL, ADOLF E. POULSEN, WILLIAM G. MCCOY, WILLIAM ROGERS, THOMAS E. HURST as Trustees of Kingswood United Methodist of the County of DeKalb, and State of Georgia, as party or parties of Church and the first part, hereinafter called Grantor, and

VIOLA F. and C. A. CHRISTOPHER

as party of the second part, hereinafter called Grantee

WITNESSETH, That Grantor, for the consideration hereinafter set forth, in hand paid at and before the sealing and delivery of these presents, the receipt whereof is hereby acknowledged, has granted, bargained, sold, aliened, conveyed and confirmed, and by these presents does grant, bargain, sell, alien, convey and confirm unto the said Grantee, ~~all that tract or parcel of land lying and being in Land Lot 359 of the 18th District of DeKalb County, Georgia, and being more particularly described as follows:~~

All that tract or parcel of land lying and being in Land Lot 359 of the 18th District of DeKalb County, Georgia, and being more particularly described as follows:

BEGINNING at an iron pin on the southwesterly side of the right-of-way of North Peachtree Road, 785.9 feet northwesterly from the intersection of the southwesterly right-of-way line of North Peachtree Road and the northerly right-of-way line of Tilly Mill Road, said iron pin being located at the northeast corner of property now or formerly owned by Kingswood United Methodist Church; running thence in a northwesterly direction along the southwesterly side of the right-of-way of North Peachtree Road, 180 feet to an iron pin; running thence in a westerly direction along a line which forms an interior angle of 111°17' with the previous course, 389.4 feet to an iron pin at the northeast corner of other properties now or formerly owned by Kingswood United Methodist Church; running thence in a southeasterly direction along the easterly line of the property now or formerly owned by Kingswood United Methodist Church, 230 feet to an iron pin; running thence in an easterly direction along the northerly line of property now or formerly owned by Kingswood United Methodist Church, 333.1 feet to an iron pin on the southwest side of the right-of-way of North Peachtree Road and the POINT OF BEGINNING.

GEORGIA INTANGIBLE TAX PAID

\$ 73.50

2-6-1975

EUGENE E. ADAMS, Tax Commissioner

DEKALB COUNTY, GA. 30030

THIS CONVEYANCE is made under the provisions of the existing Code of the State of Georgia to secure a debt (and interest thereon and other indebtedness as described herein) evidenced by one note dated Jan. 15, 1975 made by Grantor to order of Grantee, for the principal sum of TWENTY FOUR THOUSAND FIVE HUNDRED & (\$24,500.00) Dollars NO/100

which indebtedness is due on or before January 15, 1985

THE DEBT WHICH THIS INSTRUMENT WAS GIVEN TO SECURE HAVING BEEN PAID IN FULL.

THIS INSTRUMENT IS HEREBY CANCELLED AND THE CLERK OF THE SUPERIOR COURT OF

DEKALB COUNTY, GEORGIA, IS HEREBY AUTHORIZED AND DIRECTED TO MARK

IT SATISFIED OF RECORD.

THIS 18 DAY OF January 1985

ENTERED SATISFIED

APR 12 1985

*R. Christopher*  
*Debt - Christopher*

Lawyers Title Insurance Corporation ATLANTA BRANCH OFFICE	Clerk	TO	FROM	Secure Debt	To	From	County	Georgia	Clerk's Office, Superior Court, filed for record	CLERK'S OFFICE, SUPERIOR COURT, AT THE DEED, M. and recorded in Deed Book	RECORDED AND THE DATE OF THE RECORDING	RECORDED IN THE	MENT IS SHOWN HEREON.	10	10

WALTER W. MITCHELL  
GAMBRELL, RUSSELL, KILDRIN, WADE & FORBES  
4000 FIRST NATIONAL BANK TOWER  
ATLANTA, GEORGIA 30303

BOOK 3291 PAGE 278

THOMAS E. HURST, as Trustee as aforesaid (L.S.)

WILLIAM ROGERS, as Trustee as aforesaid (L.S.)

WILLIAM G. MCCOY, as Trustee as aforesaid (L.S.)

ADOLF E. POULSEN, as Trustee as aforesaid (L.S.)

FILED & RECORDED  
DEKALB CO. GA.  
Feb 6 12 02 PM '75  
*Chas. E. Adams* Clerk

The indebtedness hereby secured includes any renewal or extension of any part or all of said indebtedness; and if any portion of said indebtedness or any provision of this instrument shall be held invalid for any reason, it is the intent of the parties that such portion shall be severable, and such invalidity shall not affect the remainder of said debt or instrument. Any one of several persons named as grantee herein or their assigns may receive payment of the secured indebtedness and execute a valid cancellation or reconveyance hereof. No release of any part of the property herein described or extension of all or any part of the indebtedness hereby secured, shall affect the personal liability of any person upon the indebtedness hereby secured, nor the priority of this instrument.

TO HAVE AND TO HOLD the said bargained property with all and singular the rights, members and appurtenances thereto appertaining, to the only proper use, benefit and behoof of Grantee, in fee simple and Grantor hereby covenants that Grantor is lawfully seized and possessed of said property, and has a good right to convey it, and it is unencumbered; and Grantor, the said bargained property, unto Grantee, against Grantor, and against all and every other person or persons shall and will WARRANT AND FOREVER DEFEND.

Should the indebtedness hereby secured be paid according to the tenor and effect thereof when the same shall become due and payable, and should Grantor perform all covenants, herein contained, then this deed shall be cancelled and surrendered, it being intended by the parties hereto that this instrument shall operate as a deed, and not as a mortgage.

The Grantor covenants and agrees, so long as any indebtedness secured hereby shall remain unpaid, to keep the property and all improvements thereon in as good condition as now exists, natural wear and tear excepted, and also not to demolish, destroy, or remove any permanent structure now existing on the premises or make any alteration thereon that would constitute a structural change without the written consent of the Grantees; to pay all taxes and assessments that may be liens upon said property, as they become due; and to keep the improvements on said property fully insured against loss by fire and other hazards as may, from time to time, be required by Grantee in amounts and companies and with mortgage clause approved by Grantee, and shall deliver the policies of insurance and any renewals thereof to the said Grantee; and that any tax, assessment, prior lien or premium of insurance, not paid when due by the Grantor may be paid by the Grantee, and any sum so paid shall be added to the amount of said principal debt as part thereof, shall draw interest from the time of said payment at the rate of eight per cent per annum, and shall, with interest, be covered by the security of this deed.

AND Grantor hereby further covenants and agrees that in case of any default in any partial payment of said indebtedness or in the due performance of any of the covenants herein expressed to be performed by Grantor, then and in that event, the entire amount of said principal indebtedness, together with any and all sums paid for account of Grantor in accordance with the provisions above set forth, shall, at the option of Grantee, then and thereby become and be due and payable forthwith, with accrued interest, and all expenses and cost of collection, including ten per centum of the amount due as attorney's fees, and the amount of such costs, expenses and fees shall be added to the amount of the debt hereby secured as part thereof, and as such shall also be covered by the security of this deed; and time is the essence of this contract.

Should default occur in the payment of any portion of the indebtedness secured hereby, or taxes, or insurance premiums herein mentioned, or in the performance of any obligation or condition recited herein, then and in that event Grantee shall be at liberty immediately to apply for and shall be entitled as a matter of right, without regard to the value of the property above described, or to the solvency or insolvency of Grantor, to the appointment of a receiver to collect the rents and profits of said property and with the power to sell said property under order of Court and apply the net proceeds of the sale toward the payment of the debt secured by this deed.

In consideration of the loan made Grantor by Grantee, and to further secure the indebtedness of Grantor to Grantee hereunder, Grantor hereby sells, assigns and transfers to Grantee all of the rent which shall hereafter become due or be paid on the above described property; but Grantee agrees that this rent assignment will not be enforced so long as no default on the part of Grantor exists under the terms and conditions of this deed, and while no such default exists, Grantee waives its rights to and its interest in said rents, but upon any default in the performance of any agreement or covenant to be performed by Grantor under the terms of this deed, Grantor agrees that Grantee may enter upon said property and collect the rents therefrom, and hereby constitutes Grantee as Grantor's agent to declare the existence of a default hereunder, and Grantor hereby agrees that any tenant in said property or any renting agent in charge thereof shall be, and is hereby, authorized when a default shall be so declared to exist, to pay any such rents to Grantee, to be applied toward the payment of the debt secured hereby or as provided by law.

The title, interest, rights and powers granted herein by Grantor to Grantee, particularly the power of sale granted herein, shall inure to the benefit of anyone to whom Grantee shall assign the indebtedness herein secured, and/or convey the property herein described, as well as to the successors and legal representatives of Grantee.

In case the debt hereby secured shall not be paid when it becomes due by maturity in due course, or by reason of a default as herein provided, Grantor hereby grants to Grantee, the following irrevocable power of attorney: To sell all or any part of the said property at auction, at the usual place for conducting sales at the Court House in the County where the land or any part thereof lies, in said State, to the highest bidder for cash, after advertising the time, terms and place of such sale once a week for four weeks immediately preceding such sale (but without regard to the number of days) in a newspaper published in the County where the land or any part thereof lies, or in the paper in which the Sheriff's advertisements for such County are published, all other notice being hereby waived by Grantor, and Grantee (or any person on behalf of Grantee) may bid and purchase at such sale and thereupon execute and deliver to the purchaser or purchasers at such sale a sufficient conveyance of said property in fee simple, which conveyance may contain recitals as to the happening of the default upon which the execution of the power of sale herein granted depends, and Grantor hereby constitutes and appoints Grantee the agent and attorney in fact of Grantor to make such recitals, and hereby covenants and agrees that the recitals so made by Grantee shall be binding and conclusive upon Grantor, and that the conveyance to be made by Grantee shall be effectual to bar equity of redemption of Grantor in and to said property, and Grantee shall collect the proceeds of such sale, and after reserving therefrom the entire amount of principal and interest due, together with the amount of taxes, assessments and premiums of insurance or other payments theretofore paid by Grantee, with eight per centum per annum thereon from date of payment, together with all costs and expenses of sale and ten per centum of the aggregate amount due for attorney's fees, shall pay any over-plus to Grantor as provided by law.

AND Grantor further covenants that in case of a sale as hereinbefore provided, Grantor, or any person in possession under Grantor, shall then become and be tenants holding over and shall forthwith deliver possession to the purchaser at such sale, or be summarily dispossessed, in accordance with the provisions of law applicable to tenants holding over.

The power and agency hereby granted are coupled with an interest and are irrevocable by death or otherwise and are granted as cumulative to the remedies for collection of said indebtedness provided by law.

It is agreed that the Grantee shall be subrogated to the claims and liens of all parties whose claims or liens are discharged or paid with the proceeds of the loan secured hereby.

Whenever the terms "Grantor" or "Grantee" are used in this deed such terms shall be deemed to include the heirs, administrators, executors, successors and assigns of said parties. All rights and powers herein granted to the Grantee shall inure to and include his, her or its heirs, administrators, executors, successors and assigns, and all obligations herein imposed on the Grantor shall extend to and include Grantor's heirs, administrators, executors, successors and assigns.

IN WITNESS WHEREOF, Grantor has caused this instrument to be executed and sealed the day and year first above written.

Signed, sealed and delivered in the presence of

*Willis O. Jackson, Jr.* (L.S.)  
WILLIS O. JACKSON, JR., as Trustee as  
aforesaid  
*Gary T. Fuller* (L.S.)  
GARY T. FULLER, as Trustee as aforesaid  
*Walter W. Mitchell* (L.S.)  
WALTER W. MITCHELL, as Trustee as aforesaid

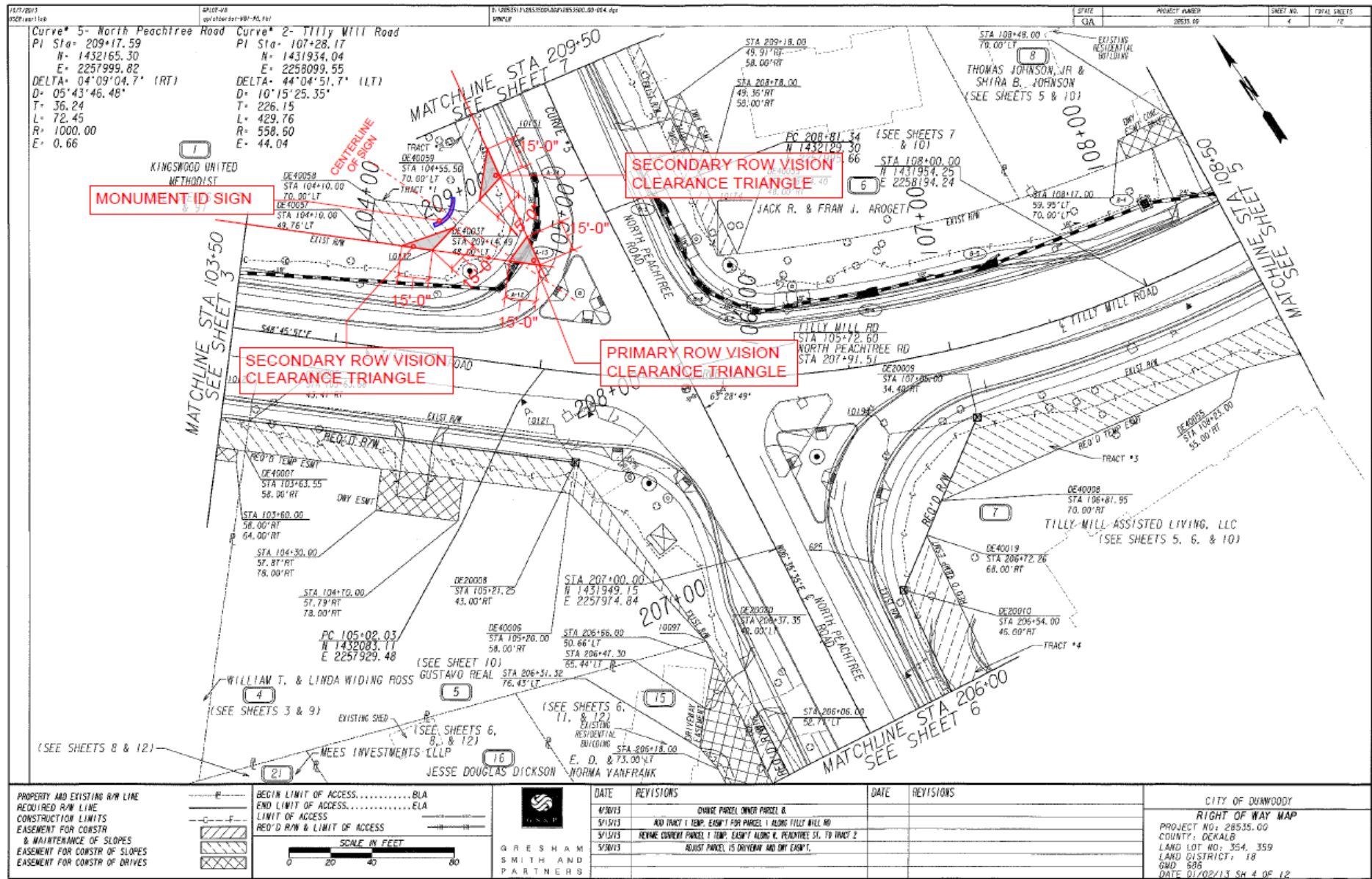
*Robert H. Murphy* (L.S.)  
ROBERT H. MURPHY, as Trustee as aforesaid

*Notary Public, Georgia State of Term*  
My Commission Expires March 24, 1977

FORM 12-58

(continued) BOOK 3291 PAGE 277







## MEMORANDUM

To: Mayor and City Council

From: Allegra DeNooyer, Planner II

Date: March 11, 2024

Subject: MMSP 24-02 – 4553 North Shallowford Road, Parcel ID # 18 344 01 009

### REQUEST

John Barrow, on behalf of the property owner at 4553 North Shallowford Road, Dunwoody, GA, 30338, seeks a Major Master Sign Plan for Emory Healthcare.

### APPLICANT

Property Owner:  
SHG Dunwoody LLC and DOC – Dunwoody  
Medical Campus, LLC

Petitioner:  
John Barrow

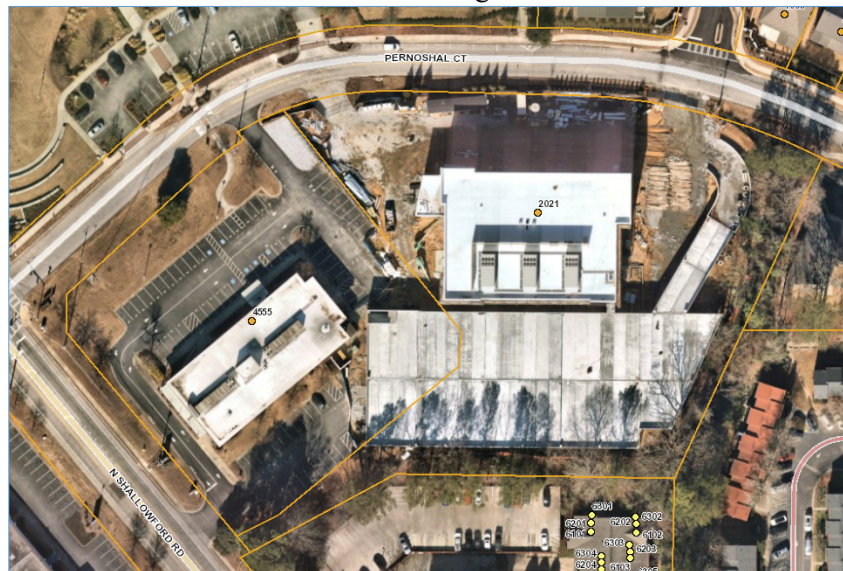
### PLANNING COMMISSION, 2.13.24

Planning Commission held a public hearing regarding the subject case on February 13, 2024. There were no public comments. Following a limited discussion, the Planning Commission voted unanimously (7-0) to recommend approval for MMSP 24-02.

### BACKGROUND & PROPOSED DEVELOPMENT

The property is zoned O-I (Office-Institution) and abuts O-I, PDc, RM-85, and RM-HD. It is 4.7 acres and is developed with an existing ambulatory surgery center, while a medical office building and parking garage are both under construction. It is located at the corner of North Shallowford Road and Pernoshal Court and has frontage on both roads.

Aerial image:



Sec. 20-133 of the City of Dunwoody Sign Code specifies that master sign plans shall provide for visual consistency within developments based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings. A master sign plan must be reviewed for compliance with these factors for all new common developments and in any existing development over 7 acres where total sign area is increasing or any sign location is changing. Since Emory Healthcare is a new common development, defined in Sec. 20-56 as “a parcel or combination of parcels which share a common development plan, or are dependent upon one another for access, parking, or utilities,” the master sign plan process is triggered. The master sign plan process can also be used to make specific requests beyond what is allowed in the district regulations in the sign code, which can be granted either administratively (an administrative master sign plan) or by Mayor and City Council after a review by Planning Commission (a major master sign plan). The route for that a master sign plan requesting exemptions from the sign code is determined by the nature of the exemptions.

Emory Healthcare is requesting a major master sign plan, in order to exceed the maximum count for 2 sign types; to exceed the maximum height for 10 individual signs; and to exceed the maximum total sign area allowed. They are proposing to keep 1 existing wall sign; to reface 1 existing monument sign; and to construct 2 new wall signs, 2 new monument signs, and 8 wayfinding signs. One of the wayfinding signs is replacing an existing monument sign. 3 existing wayfinding signs will be removed.

Chart Showing Regulations vs Proposed Signage

	Allowed Per Code	Proposed	Exemption?
<b>WALL SIGNS</b>			
Sign count (max. number of building facades facing a street plus one)	5	3	No
Area per sign (10% of façade area or up to 180 SF, whichever is less)	180 SF* *just for medical office building; no wall sign changes to ambulatory building	Maximum 152.9 SF	No
Height per sign (measured from bottom of sign)	24 feet	Maximum 42.1 feet	Yes
Total sign area	720 SF	274.4 SF	No
<b>MONUMENT SIGNS</b>			
Sign count	2	3	Yes
Area per sign	32 SF	32 SF* *one existing 65.5 SF monument sign will be refaced; no exemption needed	No
Height per sign	8 feet	8 feet	No
Total sign area	64 SF	129.5 SF	Yes
<b>WAYFINDING SIGNS</b>			
Sign count	2	8	Yes
Area per sign	6 SF	Maximum 24 SF	Yes
Height per sign	3 feet	Maximum 6 feet	Yes
Total sign area	12 SF	90 SF	Yes

Sec. 20-84(a) of the sign code specifies that the property is allowed 2 monument signs – the applicant is refacing one existing monument sign and proposing two new monument signs, prompting the major master sign plan process. Additionally, Sec. 20-85(a) of the sign code states that the property is allowed 2 wayfinding signs of no more than 6 square feet in area and 3 feet in height. The applicant is proposing 8 wayfinding signs – 4 of them will be 6 square feet in area and 3 feet in height; 3 of them will be 12 square feet in area and 6 feet in height; and 1 sign will be 24 square feet in area and 6 feet in height. Lastly, the applicant is proposing to locate the 2 new building wall signs on the medical office building at 39.75 feet and 42.1 feet above grade respectively, which exceeds the maximum height above grade of 24 feet dictated in Sec. 20-84(b) of the sign code. This would prompt the administrative master sign plan process if it was a standalone request; however, since it is included with requests that triggered the major master sign plan process, all of the requests are included with the major master sign plan process.

### Proposed Monument Reface



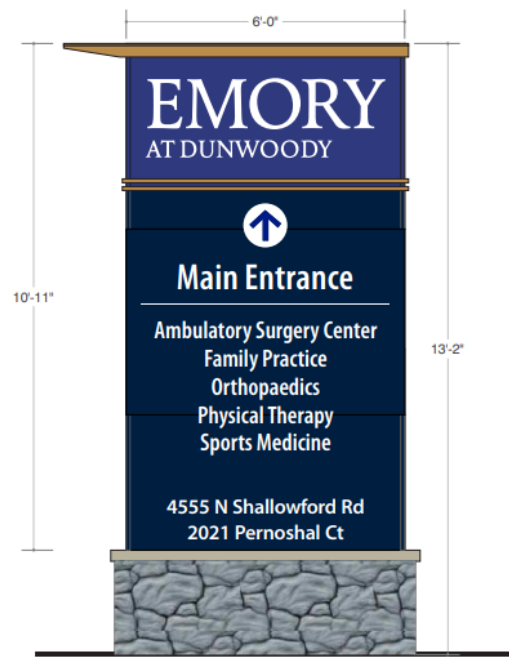
13'-2" high, 65.5 sf

13'-2" high, 65.5 sf



#### Existing Monument

Sign installed 2014. Sign to be refaced.



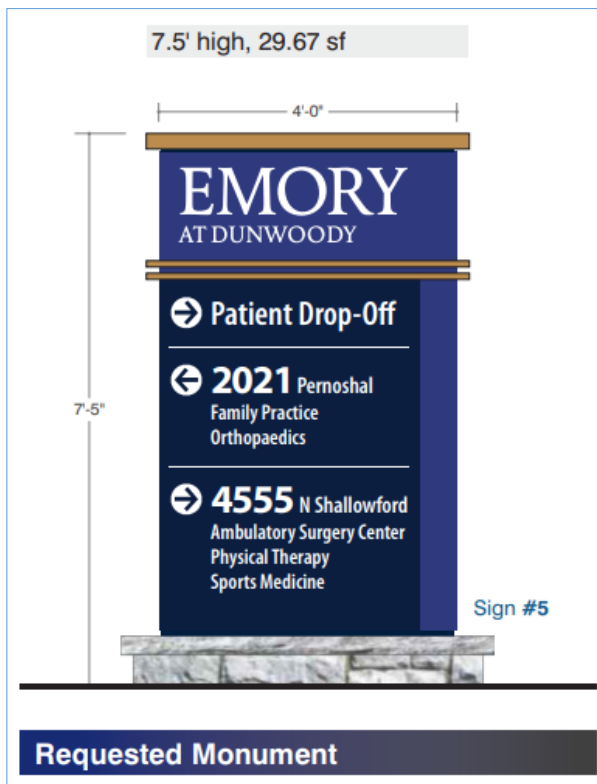
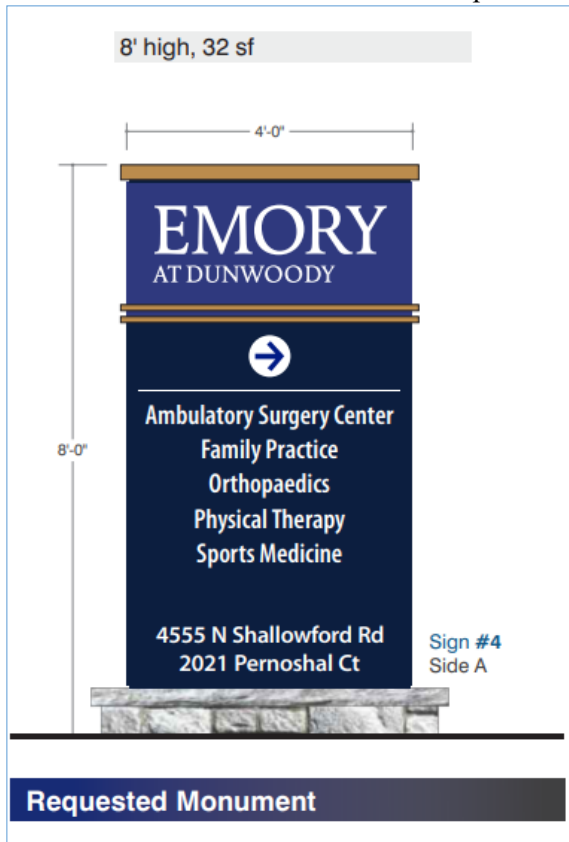
Sign #1 - Side A

#### Requested Monument

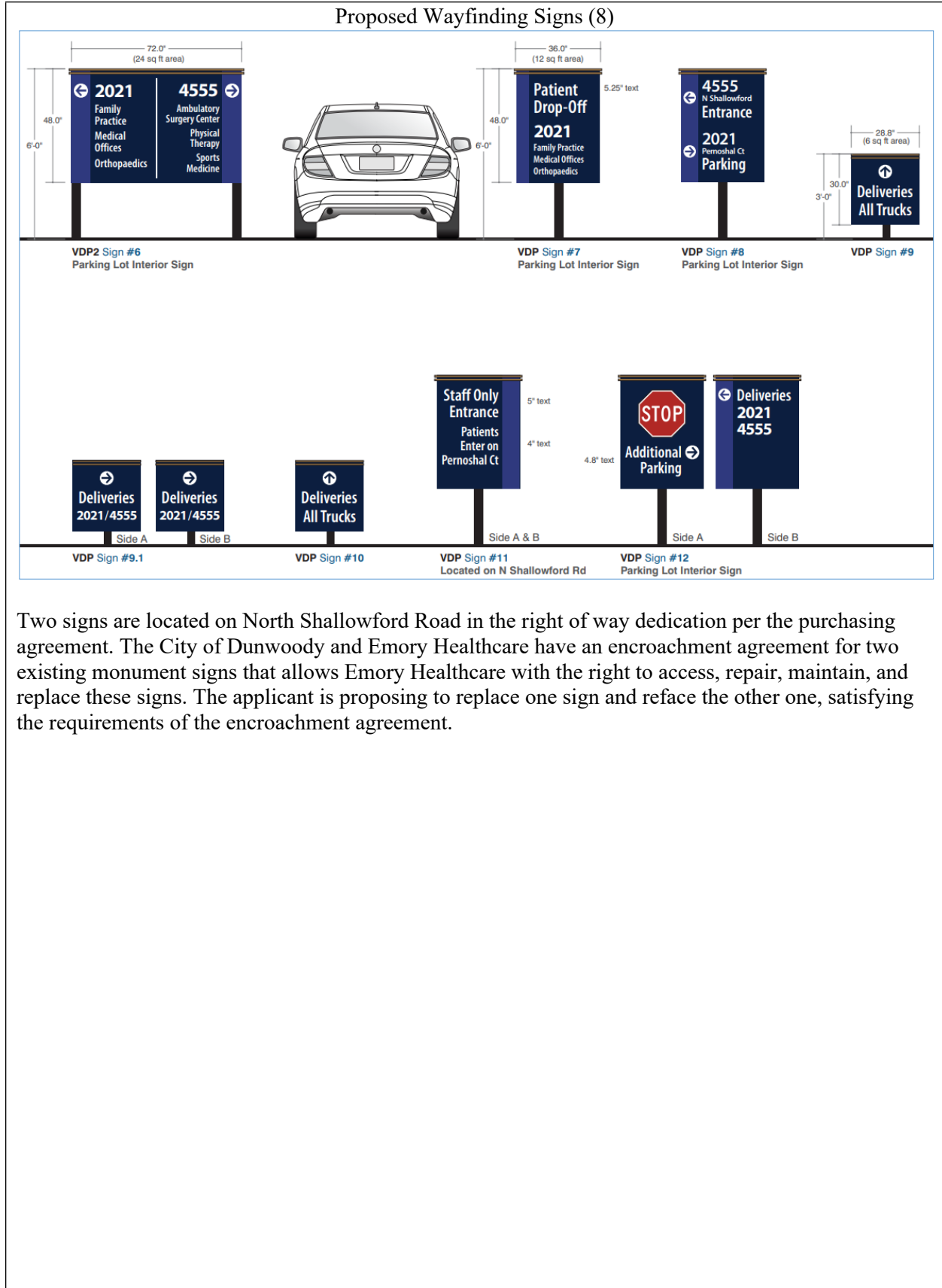
Reface existing monument shown at left.



Proposed Monument Signs (2)







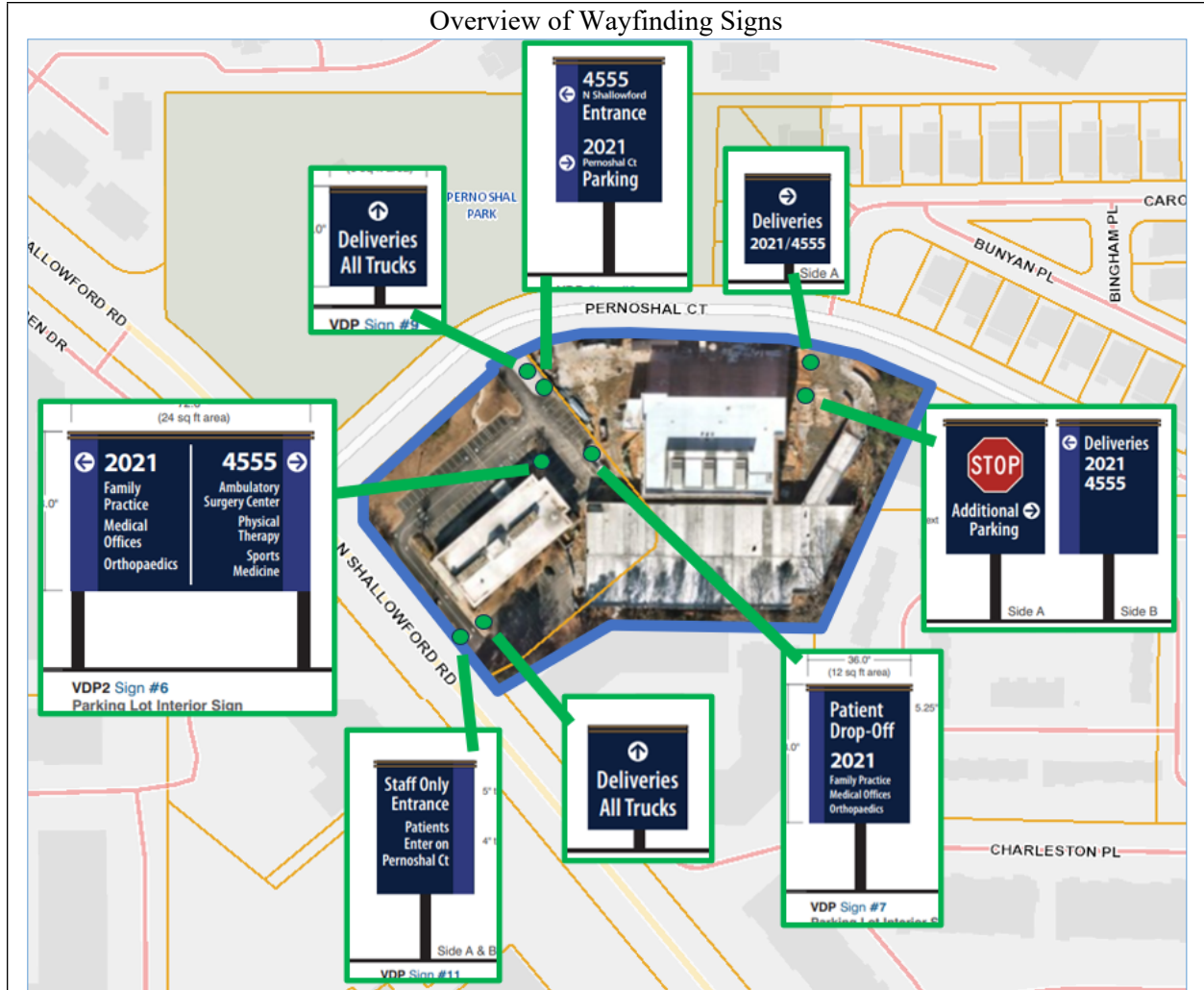
Two signs are located on North Shallowford Road in the right of way dedication per the purchasing agreement. The City of Dunwoody and Emory Healthcare have an encroachment agreement for two existing monument signs that allows Emory Healthcare with the right to access, repair, maintain, and replace these signs. The applicant is proposing to replace one sign and reface the other one, satisfying the requirements of the encroachment agreement.





## Overview of Monument and Wall Signs





## REVIEW AND APPROVAL CRITERIA

Chapter 20, §20-133(iii)(7) identifies the following criteria for evaluation that must be used in reviewing and taking action on all major master sign plan applications:

- i. Whether the proposed signs(s) are visually consistent within the development based on at least three of the following factors: color scheme, lettering style, materials, and location of signs to be posted on buildings;
- ii. Whether the proposed sign(s) are of a consistent size and scale to existing signs in the immediate area;
- iii. Whether the proposed sign(s) are reasonably scaled to the size of the subject structure and/or premises; and
- iv. Whether unusual circumstances exist that warrant the granting of this major master sign plan.

The major master sign plan proposal from Emory Healthcare addresses visual consistency through the color scheme, lettering style, and materials. All the proposed signs use the same navy blue background color, the same white text and arrows, and the same gold and blue accent colors. The two proposed monument signs use masonry bases that match the existing monument sign to be refaced. All the



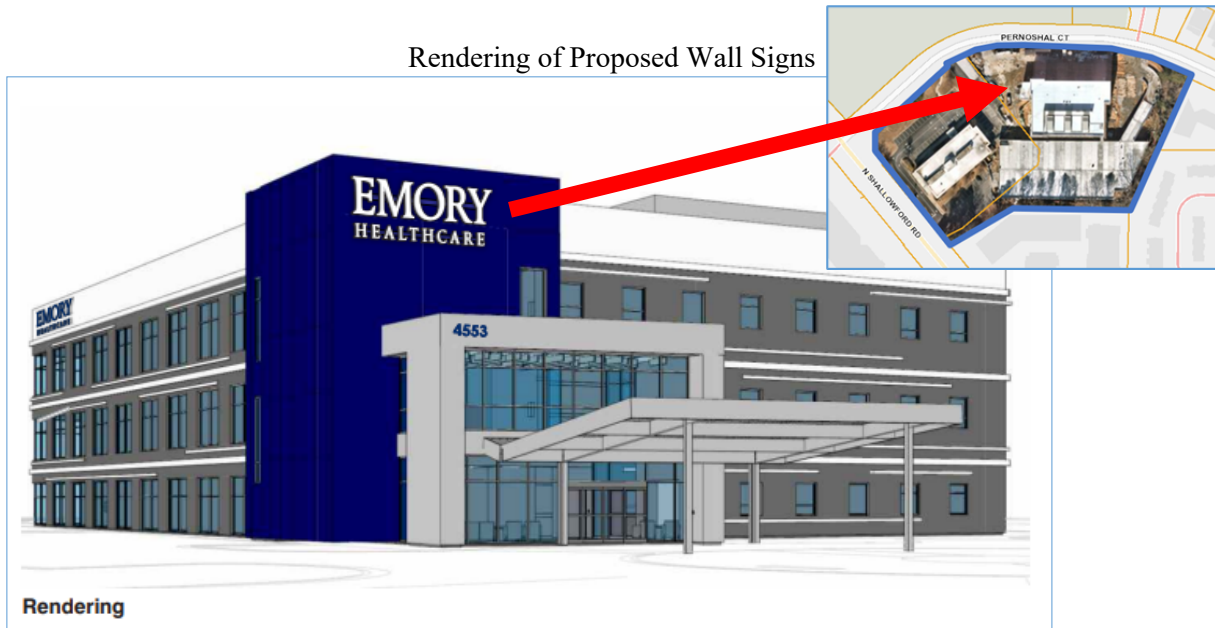
proposed signs also use the same lettering style as the two existing signs. Overall, staff finds that the major master sign plan proposal does provide visual consistency with the proposed and existing signs.

The proposed signs are of a consistent size and scale to existing signs in the surrounding area – Emory Healthcare operates a medical office building on the other side of the street at 4500 N Shallowford Road that has an existing monument sign of a similar size and shape to the proposed refacing of the existing monument sign. The two proposed new monument signs are also of a similar size and shape as the ground signs for North Shallowford Plaza and Independence Square, providing a reasonable scale for pedestrians and for the premises. The proposed wall signs are also at a reasonable scale to the size of the subject structure – the subject structure has large facades and the proposed wall signs are below the maximum wall sign area allowed.

Sign at 4500 N Shallowford



Rendering of Proposed Wall Signs



The subject property sits at the corner of Pernoshal Court and Tilly Mill Road and has 2 separate frontages and 3 different vehicular entrances. The sign code allows for 1 monument sign per frontage up to 2 maximum. The applicant is proposing to reface one existing monument sign by the curb cut on North Shallowford Road in the same square footage as what is existing. The applicant is also proposing to install two new monument signs that will meet the code restrictions on height and square footage: one at a curb cut on Pernoshal Court and one internal to the site. Staff finds that the request is minor in nature given that the new monument signs will conform to the code in every aspect except the count for the sign type.

The topography for the subject property is unusual – the property slopes down approximately 20 feet from the corner of N Shallowford Road and Pernoshal Court towards the eastern property line and the new medical office building sits approximately 17 feet below the intersection. The height of the proposed wall signs is 29.75 feet and 42.1 feet respectively, which is a maximum of 18.1 feet above what is allowed per code, but is designed to help make up for the downward slope. Due to the change of grade, staff finds that unique visibility concerns exist for Emory Healthcare's medical office building that necessitate a higher wall sign than what is permitted by code.

Rendering of Wall Sign #2 In Relation to Grade Change



11/20/2023 progress photo as viewed from North Shallowford Rd

The needs of a healthcare campus are somewhat unusual compared to typical office buildings that would be in an Office-Institutional zoning district due to the larger number of visitors only occasionally traveling to the property. Patients at the Emory Healthcare campus need to orient themselves accurately in order to distinguish the ambulatory surgery center from the medical office building. The healthcare staff have a different entrance and parking area from patients and delivery trucks need a clear demarcated route. Per the sign code, the property is only allotted 2 wayfinding signs – the applicant is proposing 8, which staff finds reasonable given the additional wayfinding needs of a healthcare campus.

**COMMENTS FROM OTHER PARTIES**

Correspondence Received: One email against, included below.

**DEPARTMENT OF COMMUNITY DEVELOPMENT RECOMMENDATION**

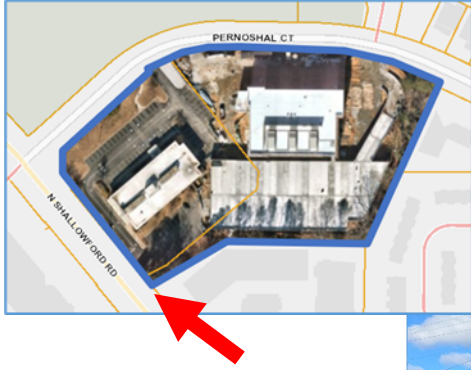
Based on the above analysis and findings, staff has determined that the requested major master sign plan does meet the requirements of Chapter 20, §20-133(iii)(7); therefore, staff recommends APPROVAL of the request.

**ATTACHMENTS**

- Staff Memo
- Appendix A, Site Photos
- Appendix B, Public Comment
- Major Master Sign Plan Application



Appendix A, Site Photos



Existing monument sign to be refaced



Existing monument sign to be replaced



Existing building sign to remain

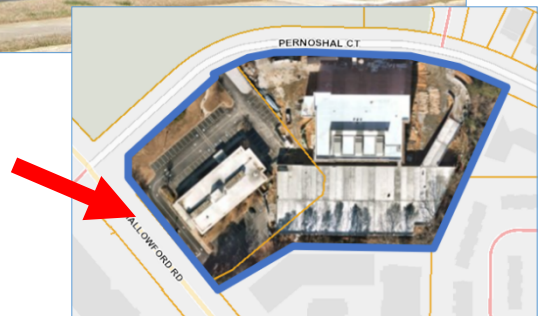


Medical office building under construction





All three existing signs





## Appendix B, Public Comment

Caution: External Message

**General Contact Form**

**Submission #:** 2997708  
**IP Address:** 99.11.165.203  
**Submission Date:** 02/12/2024 1:19  
**Survey Time:** 2 minutes, 49 seconds

You have a new online form submission.

Note: all answers displaying "\*\*\*\*\*" are marked as sensitive and must be viewed after your login.

**Name**

Gregory Zengo

**Email**

\*\*\*\*\*

**Message**

I reside at 4541 Caroline Walk. I am specifically commenting in advance of the Planning Commission meeting tomorrow night regarding the Emory Clinic Sign plan. I would suggest that the Sign B and Sign C on the building facade not be illuminated since they are higher elevation than the City standard for a building of that size. They do not conduct business at night and we don't need the extra illumination pointing toward the Park and residential neighborhoods. Thanks.

Thank you,  
**City of Dunwoody**

---

This is an automated message generated by Granicus. Please do not reply directly to this email.



# MAJOR MASTER SIGN PLAN APPLICATION

## Community Development

4800 Ashford Dunwoody Road | Dunwoody, GA 30338  
Phone: (678) 382-6800 | Fax: (770) 396-4828

### Project:

Name of Project / Subdivision: _ Emory Healthcare - Emory at Dunwoody	Zoning: _ O-I
Property Address / Location: 4555 N. Shallowford Rd. and 2021 Pernoshal Ct.	
District: _ 50th	Land Lot: _ 344
Block: 6035	Property ID: 18 344 01 007
	18 344 01 009

### Owner Information:

Owner's Name: SHG Dunwoody, LLC	AND	DOC - Dunwoody Medical Campus, LLC
Owner's Address: 4244 Goodyear Dr., Winston-Salem, NC 27104		c/o 309 N Water St., Floor 7, Milwaukee, WI 53202
Phone: SHG, 336-774-9127	Fax: _ N/A	Email: SHG, jjoseph@summithg.com
DMC, 414-367-5600		DMC, dgd@docreit.com

### Applicant Information: ☐ Check here if same as Property Owner


Contact Name: John Barrow, Miller EG Design
Address: 315 Northpoint Parkway, Suite F, Acworth GA 30102
Phone: _ 770-851-6842
Fax: _ N/A
Email: jbarrow@milleregdesign.com

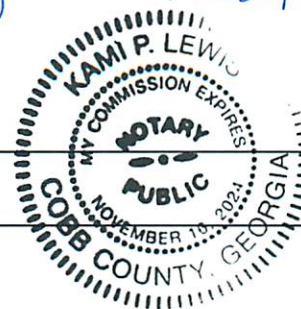
### Terms & Conditions:

I hereby certify that to the best of my knowledge, this application form is correct and complete. If additional materials are determined to be necessary, I understand that I am responsible for filing additional materials as specified by the City of Dunwoody Sign Ordinance. I understand that failure to supply all required information (per the relevant Applicant Checklists and Requirements of the Dunwoody Sign Ordinance) will result in the rejection of this application.

Applicant's Name: John Barrow
Applicant's Signature: 
Date: 1/29/24

### Notary:

Sworn to and subscribed before me this _ 29th	Day of _ January	, 20_24
Notary Public: _ Kami P. Lewis		
Signature: 		
My Commission Expires: _ November 16, 2024		



### \*Application Requirements:\*

- Major Master Sign Plan Application (See Page 1)
- Property Owner Notarized Affidavit(s) (See Page 2)
- Site plan showing location of buildings, parking lots, driveways and landscaped areas and the location, size, area and height of all proposed signs
- List of all requests and all signs
- Computation of the maximum total sign area allowed and the maximum area allowed and requested for each individual sign
- Narrative AND graphic description of visual consistency among all signs, regarding color scheme, lettering or graphic style; materials and support structures; and location of each sign on the site and on buildings



## Property Owner(s) Notarized Affidavit

Community Development  
4800 Ashford Dunwoody Road | Dunwoody, GA 30338  
Phone: (678) 382-6800 | Fax: (770) 396-4828

The owner and petitioner acknowledge that this application form is correct and complete. By completing this form, all owners of the subject property certify authorization of the filing of the application for variance(s), and authorization of an applicant or agent to act on their behalf in the filing of the application including all subsequent application amendments.

### Property Owner (If Applicable):

Owner Name:	SHG Dunwoody, LLC			Joe Joseph, manager		
Signature:				Date:		
Address:	4244 Goodyear Dr. Winston-Salem, NC 27104					
Phone:	336-774-9127	Fax:		Email:	joseph@summitshg.com	
Sworn to and subscribed before me this	12 <sup>th</sup>	Day of	December	, 2023		
Notary Public:	Mildred Noriega					
<div style="border: 1px solid black; padding: 5px; text-align: center;"> Mildred Noriega  NOTARY PUBLIC  Forsyth County, NC  My Commission Expires November 24, 2025 </div>						

### Property Owner (If Applicable):

Owner Name:						
Signature:				Date:		
Address:						
Phone:		Fax:		Email:		
Sworn to and subscribed before me this		Day of		, 20_		
Notary Public:						

### Property Owner (If Applicable):

Owner Name:						
Signature:				Date:		
Address:						
Phone:		Fax:		Email:		
Sworn to and subscribed before me this		Day of		, 20_		
Notary Public:						





## Property Owner(s) Notarized Affidavit

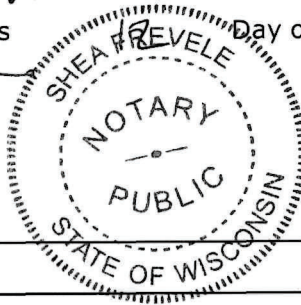
Community Development

4800 Ashford Dunwoody Road | Dunwoody, GA 30338  
Phone: (678) 382-6800 | Fax: (770) 396-4828

The owner and petitioner acknowledge that this application form is correct and complete. By completing this form, all owners of the subject property certify authorization of the filing of the application for variance(s), and authorization of an applicant or agent to act on their behalf in the filing of the application including all subsequent application amendments.

### Property Owner (If Applicable):

Owner Name:	DOC - DUNWOODY MEDICAL CAMPUS, LLC		
Signature:	<i>[Signature]</i>	Date:	DECEMBER 12, 2023
Address:	40309 N WATER ST, FLOOR 7, MILWAUKEE, WI 53202		
Phone:	(414) 361-5600	Fax:	N/A
		Email:	dqd @ docreit.com
Sworn to and subscribed before me this	Day of	December	, 20_23
Notary Public:	<i>[Signature]</i>		
	Shea Frevele exp 01/25/2025		



### Property Owner (If Applicable):

Owner Name:			
Signature:		Date:	
Address:			
Phone:		Fax:	
		Email:	
Sworn to and subscribed before me this	Day of		, 20_
Notary Public:			

### Property Owner (If Applicable):

Owner Name:			
Signature:		Date:	
Address:			
Phone:		Fax:	
		Email:	
Sworn to and subscribed before me this	Day of		, 20_
Notary Public:			

# Master Sign Plan



EMORY  
UNIVERSITY

EMORY  
HEALTHCARE

EMORY  
AT DUNWOODY

## Emory at Dunwoody

December 2023  
Project No.: EC-AS1022.02DMOB  
  
2021 Pernoshal Ct.  
and  
4555 N. Shallowford Road

O-I Zoning  
  
Prepared by:



MILLER EG DESIGN

Drawing	Title	Section
G0.00	Cover	
G1.00	Exterior Sign Location Plan	Plan
G2.00	Summary	Elevation
G2.01	Graphic Standards	Elevation
G2.02	Type BWS - Building Wall Signs	Elevation
G2.03	Type MID - Main ID Monument Sign	Elevation
G2.04	Type VDM1 - Vehicular Directional Monument	Elevation
G2.05	Type VDM2 - Vehicular Directional Monument	Elevation
G2.06	Vehicular and Pedestrian Wayfinding	Elevation
G2.07a	Wayfinding Sight Analysis	Elevation
G2.07b	Wayfinding Sight Analysis	Elevation
G2.08	Existing Signage at 4555 N Shallowford Rd	Elevation



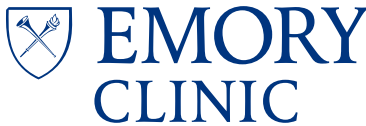


PROJECT:

DUNWOODY MOB

4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338

CLIENT:



PREPARED BY:



315 Northpoint Pkwy SE, Suite F  
Acworth, GA 30102  
Office 678-369-4877  
Fax 678-559-0660

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REVISIONS

DRAWN DATE

PROJECT ACRONYM AND NUMBER:

EC-AS1022.02DMOB

DRAWN MD PM JB EM TM

PM PHASE REVIEW 01 02 03 04

EM PHASE REVIEW 01 02 03 04

DATE 09/22/2023

SCALE as shown

FILEPATH M:\CUST\EC-AS\22\DMOB

DRAWING TITLE:

EXTERIOR SIGN  
LOCATION PLAN

DRAWING #: SECTION

G1.00 PLAN

Packet page:...

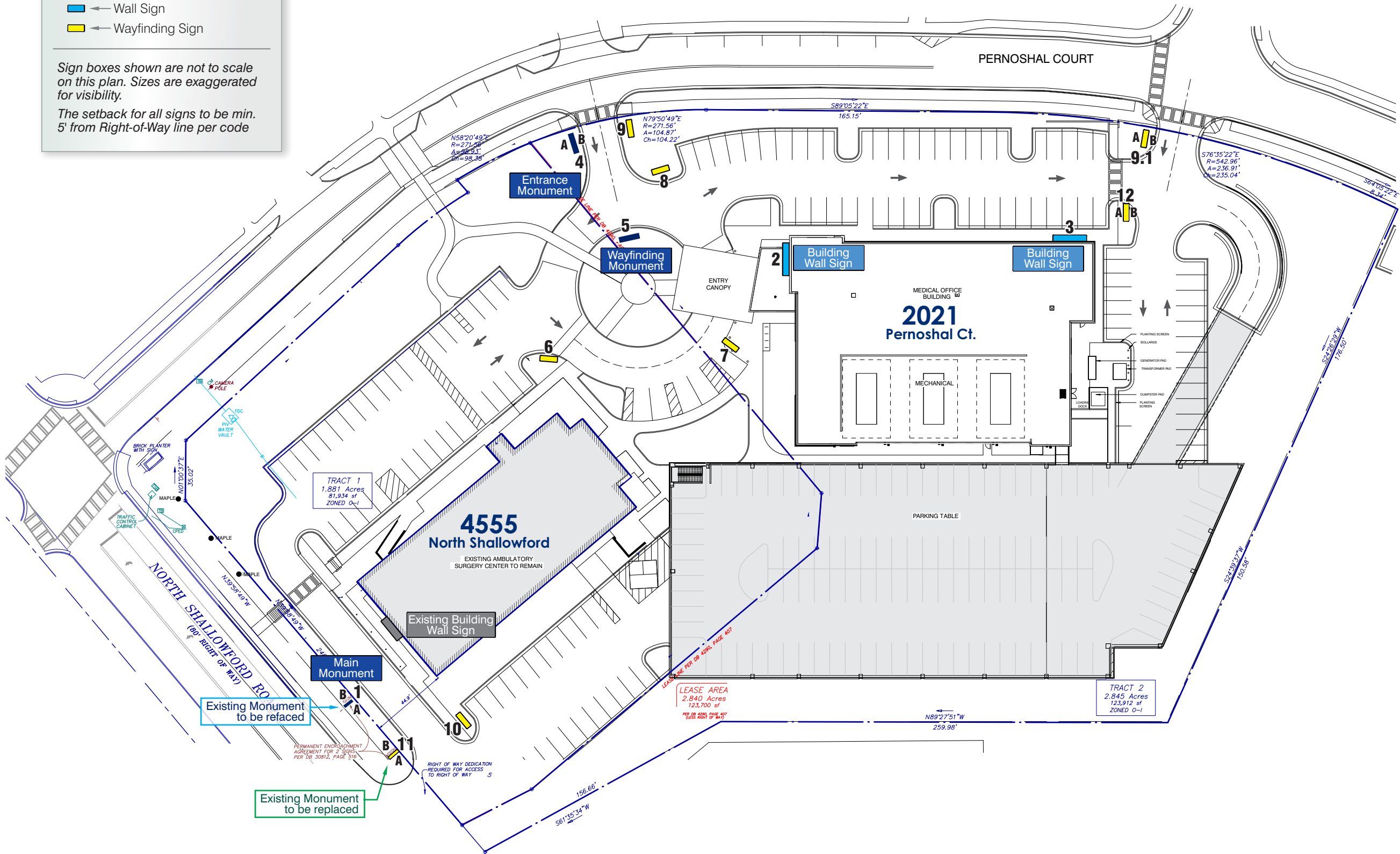
Legend

- Sign Location
- 1 Sign Location Number

- Monument Sign
- Wall Sign
- Wayfinding Sign

Sign boxes shown are not to scale on this plan. Sizes are exaggerated for visibility.

The setback for all signs to be min. 5' from Right-of-Way line per code



1 SITE PLAN  
SCALE: 1" = 60'-0"



Summary



Emory at Dunwoody, as part of the Emory Healthcare Network and Emory University, is an integrated academic healthcare system **committed to providing the best care for our patients.**

Emory is committed to **serving the community of Dunwoody** by enhancing the healthcare experience at every level and as such, is excited to roll out this Master Sign Plan for the new Emory at Dunwoody Campus.

With the expansion of Emory University Hospital in 2017, a new exterior sign design was implemented at the Clifton Road campus. To ensure visual consistency, sign designs for Emory at Dunwoody follow these same standards, matching the same color scheme, lettering style, and sign materials. Examples are shown herein.

**Visual confirmations** that patients have arrived at Emory at Dunwoody are key to wayfinding, and enhance **vehicular safety with clear and concise messaging.**

**Note regarding total sign area:** Max total sign area allowed is 796 sf. With the implementation of the signs described in this Master Plan, total installed signs area will be 492 sf.

***This Master Sign Plan requests the following:***

	<b><i>Requested Allowance</i></b>	<b><i>Additional Information</i></b>
1. <u>Building Wall Signs</u>		
a. Exceed the 24' maximum height above grade. . . . .	<b><i>to 42.1' above grade</i></b>	The new building is visible from North Shallowford, and is about 17' lower than the intersection at Pernoshal Ct. The Master Sign Plan requests the main building signs install higher on the building than code currently allows (24' max. height per Sec. 20-84 table (b)). Building elevations illustrate this request.
2. <u>Monument Signs</u>		
a. Exceed the maximum count of 2 signs . . . . .	<b><i>to 3 total</i></b>	A new, common and primary entrance drive off Pernoshal Ct. is the campus entry point to both buildings and all Emory services. The Master Sign Plan requests one additional monument sign be allowed on campus (code allows 2 signs per Sec. 20-84 table (a)). This will provide for adequate and appropriate decision making as vehicles enter campus.
3. <u>Wayfinding Signs</u>		
a. Exceed the 3' maximum height . . . . .	<b><i>up to 6'</i></b>	Wayfinding signs assist in getting vehicles to their destination as efficiently as possible. Some of the wayfinding signs are located within the parking lot area of campus. The Master Sign Plan requests modifications to sizes, height, and quantity of signs based on the current code (Sec, 20-85 table (a)). Sizes and heights of proposed signs provide for optimum visibility, allowing maximum time for decision making.
b. Exceed 6 square feet size . . . . .	<b><i>up to 24sf</i></b>	
c. Exceed maximum count of 2 signs . . . . .	<b><i>to 8 total</i></b>	



Existing Sign Standards at Various Metro Atlanta Area Locations

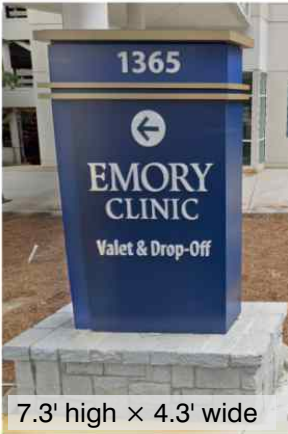
Main Campus, Atlanta



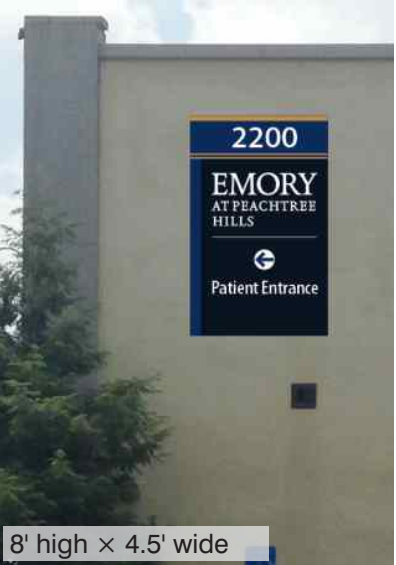
Common Design Elements

- Navy Blue background color
- White text and arrows
- Gold & Blue accent colors
- Myriad Pro typeface
- Masonry bases
- Emory Logo as applicable
- Address or Logo at top as applicable

Spivey Station, Jonesboro



Peachtree Hills, Atlanta



Old Fourth Ward, Atlanta



Conceptual Approach to Window Signage



Emory Standard Logo/Hours/Regulatory window signage to be installed at entrance doors

PROJECT:  
**DUNWOODY MOB**  
4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338

CLIENT:  
 **EMORY CLINIC**

PREPARED BY:  
  
315 Northpoint Pkwy SE, Suite F  
Acworth, GA 30102  
Office 678-369-4877  
Fax 678-559-0660

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PM PHASE REVIEW	01	02	03	04	
EM PHASE REVIEW	01	02	03	04	
DATE	11/27/2023				
SCALE	as shown				
FILEPATH	M:\CUST\EC-AS\22\DMOB\03\Sign Plan				

DRAWING TITLE:  
**GRAPHIC STANDARDS**

DRAWING #: **G2.01** SECTION: **ELEVATION**  
Packet page:...



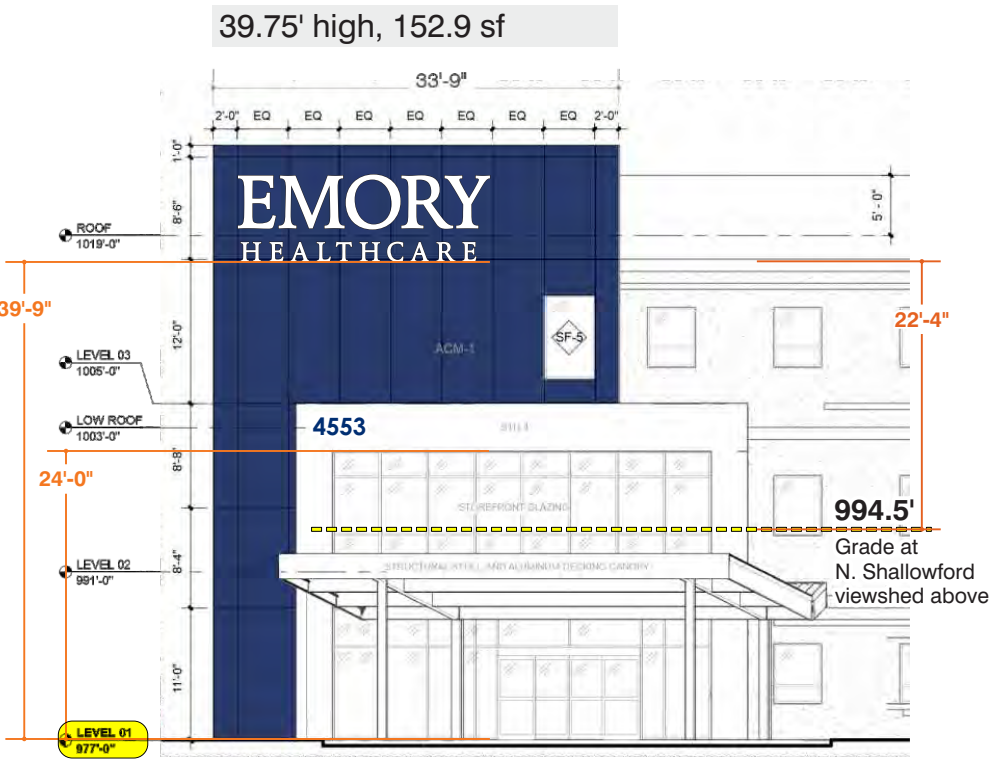
Building Wall Signs			
Height Allowed:	24'	Height Requested:	39.75'
			and 42.1'



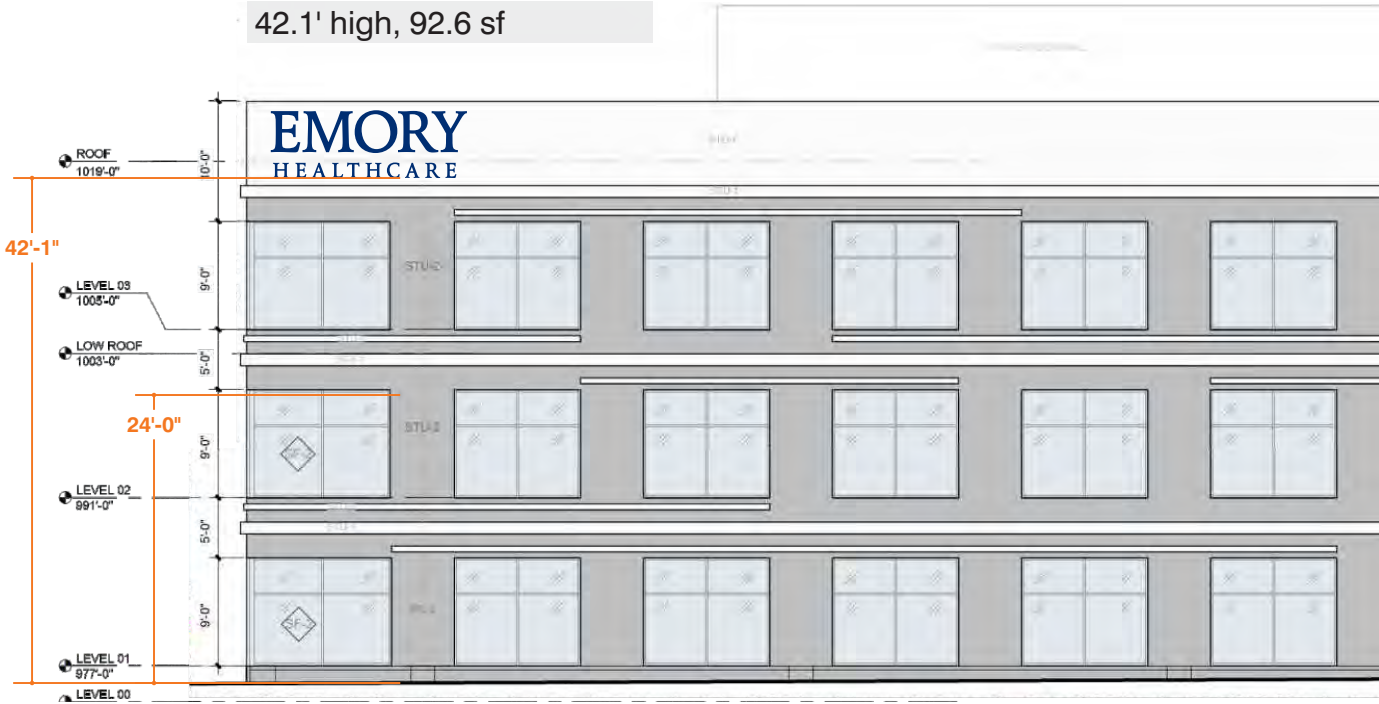
11/20/2023 progress photo as viewed from North Shallowford Rd



Rendering



Elevation - Building Wall Sign (Sign #2)

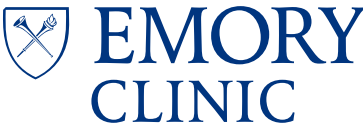


Elevation - Building Wall Sign (Sign #3)

PROJECT:

DUNWOODY MOB  
4553 N SHALLOWFORD RD  
DUNWOODY, GA 30338

CLIENT:



PREPARED BY:



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Acworth, GA 30102  
Office 678-369-4877  
Fax 678-559-0660

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PM PHASE REVIEW	01	02	03	04	
EM PHASE REVIEW	01	02	03	04	
DATE	11/28/2023				
SCALE	as shown				

FILEPATH M:\CUST\EC-AS\22\CAP\DMOB

DRAWING TITLE:

TYPE BWS  
BUILDING WALL SIGNS

DRAWING #:	SECTION
G2.02	ELEVATION
Packet page:...	



PROJECT:  
  
DUNWOODY MOB  
4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338



PREPARED BY:

315 Northpoint Pkwy SE, Suite F  
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EC-AS1022.02DMOB

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PM PHASE REVIEW	01	<input type="checkbox"/>	02	<input type="checkbox"/>	03 <input type="checkbox"/> 04 <input type="checkbox"/>
EM PHASE REVIEW	01	<input type="checkbox"/>	02	<input type="checkbox"/>	03 <input type="checkbox"/> 04 <input type="checkbox"/>
DATE	11/27/2023				
SCALE	as shown				
FILEPATH	M:\CUST\EC-AS\22\DMOB\03\Sign Plan				

DRAWING TITLE:  
**TYPE MID - MAIN ID MONUMENT SIGN**

DRAWING #: G2.03 SECTION: ELEVATION  
Packet page:...

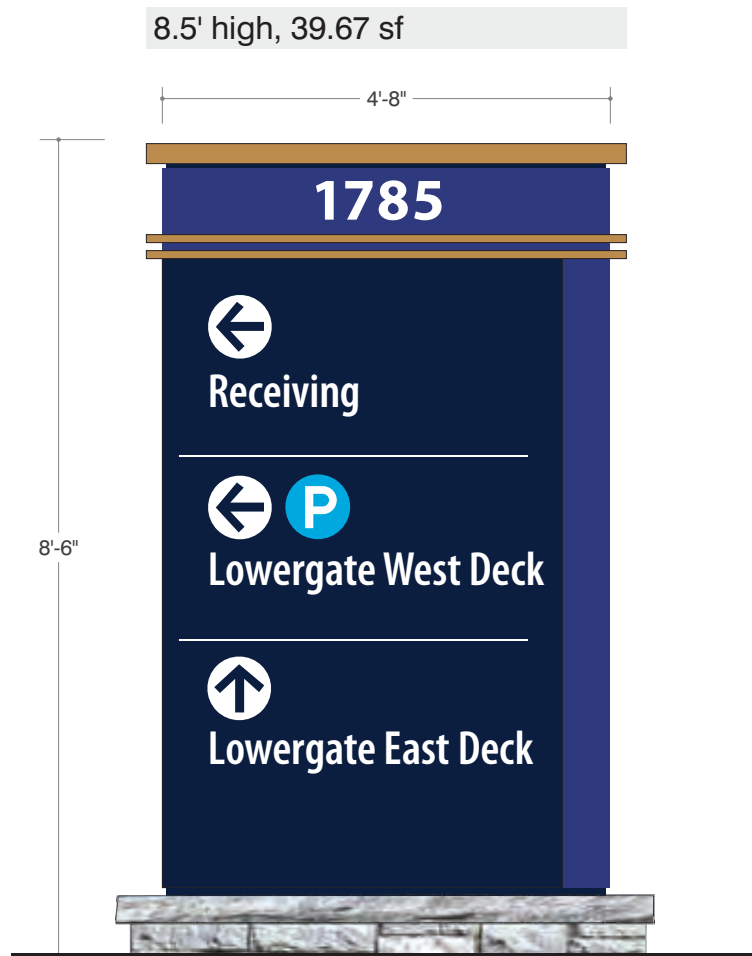
Monument 1 – Main Monument

Height Allowed: 8'	Existing Sign Height: 13'-2"	Height Requested: Match Existing
Size Allowed: 32 sf	Existing Sign Size: 65.5 sf	Size Requested: Match Existing

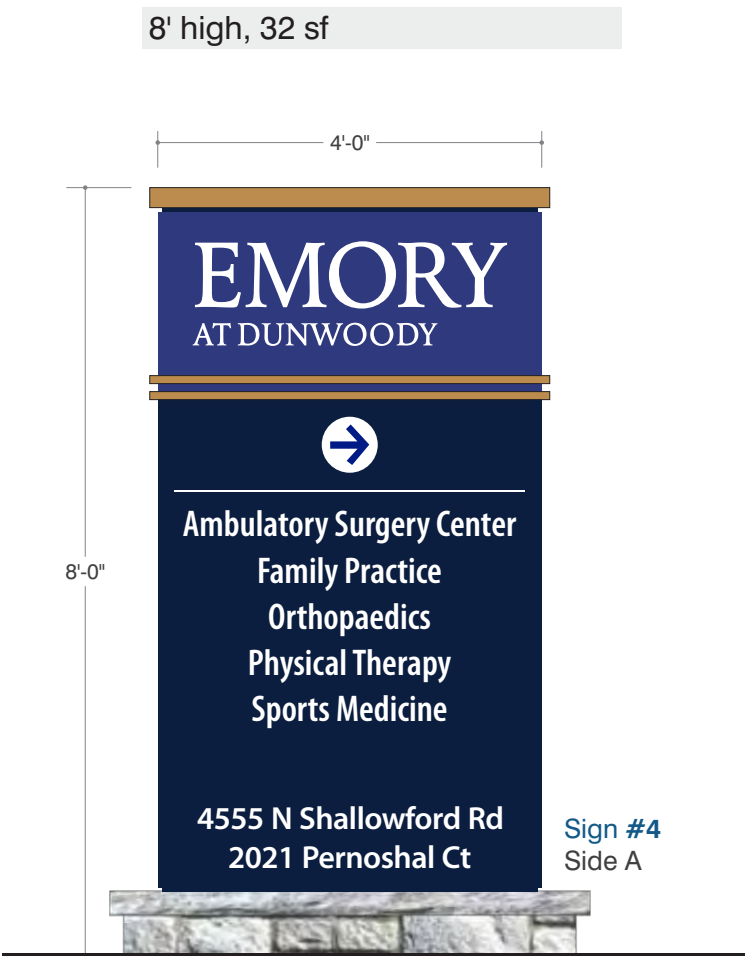
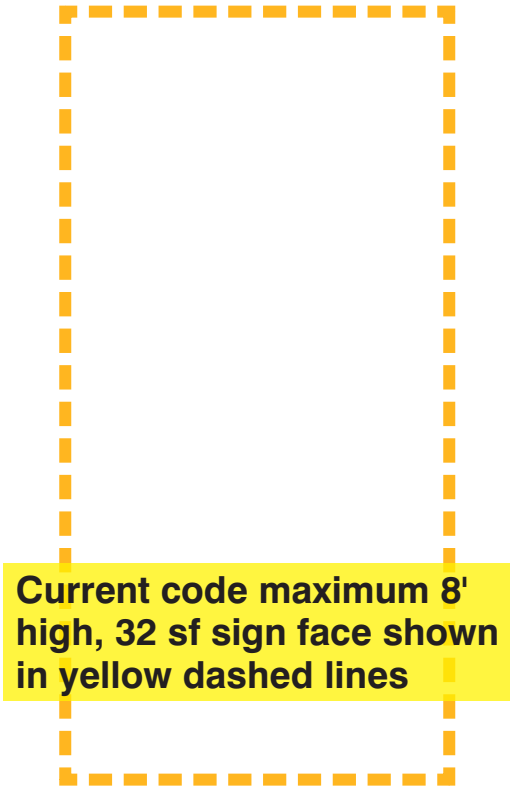
15' high, 95 sf



Monument 2 – Entrance Monument			
Height Allowed:	8'	Height Requested:	8' (no variance requested)
Size Allowed:	32 sf	Size Requested:	32 s (no variance requested)




**Emory Standard**  
Standard developed 2016. Sign installed 2017



**Requested Monument**

PROJECT:  
**DUNWOODY MOB**  
4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338

CLIENT:  


PREPARED BY:  
  
315 Northpoint Pkwy SE, Suite F  
Acworth, GA 30102  
Office 678-369-4877  
Fax 678-559-0660

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PROJECT ACRONYM AND NUMBER:  
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DRAWN	MD	PM	JB	EM	TM
PM PHASE REVIEW	01 <input type="checkbox"/>	02 <input type="checkbox"/>	03 <input type="checkbox"/>	04 <input type="checkbox"/>	
EM PHASE REVIEW	01 <input type="checkbox"/>	02 <input type="checkbox"/>	03 <input type="checkbox"/>	04 <input type="checkbox"/>	
DATE	11/27/2023				
SCALE	as shown				
FILEPATH	M:\CUST\EC-AS\22\DMOB\03\Sign Plan				

DRAWING TITLE:  
**TYPE VDM1 - VEHICULAR DIRECTIONAL MONUMENT**

DRAWING #:	SECTION
G2.04	ELEVATION

Packet page:...

Monument 3 – Wayfinding Monument	
Monument Quantity Allowed: 2	Monument Quantity Requested: 3 (this is the 3 <sup>rd</sup> sign)

7.5' high, 29.67 sf

4'-0"

7'-5"

1365

←

EMORY  
CLINIC

Valet & Drop-Off

Emory Standard

Standard developed 2016. Sign installed 2017

7.5' high, 29.67 sf

4'-0"

7'-5"

EMORY  
AT DUNWOODY

→ Patient Drop-Off

← 2021 Pernoshal  
Family Practice  
Orthopaedics

→ 4555 N Shallowford  
Ambulatory Surgery Center  
Physical Therapy  
Sports Medicine

Sign #5

Requested Monument

PROJECT:  
  
DUNWOODY MOB  
4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338



PREPARED BY:

315 Northpoint Pkwy SE, Suite F  
Acworth, GA 30102  
Office 678-369-4877  
Fax 678-559-0660

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REVISIONS	
DRAWN	DATE

PROJECT ACRONYM AND NUMBER:  
EC-AS1022.02DMOB

DRAWN	MD	PM	JB	EM	TM
PM PHASE REVIEW	01 <input type="checkbox"/>	02 <input type="checkbox"/>	03 <input type="checkbox"/>	04 <input type="checkbox"/>	
EM PHASE REVIEW	01 <input type="checkbox"/>	02 <input type="checkbox"/>	03 <input type="checkbox"/>	04 <input type="checkbox"/>	
DATE	11/27/2023				
SCALE	as shown				
FILEPATH	M:\CUST\EC-AS\22\DMOB\03\Sign Plan				

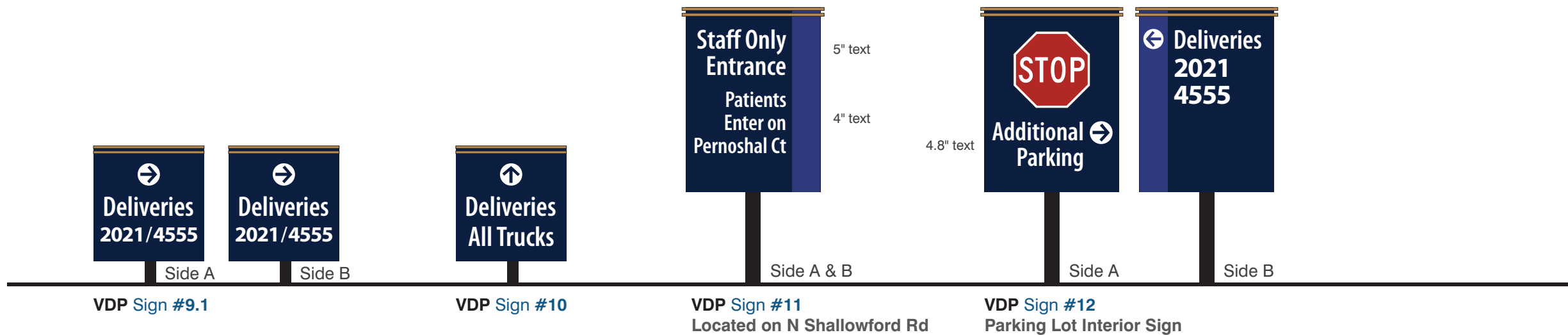
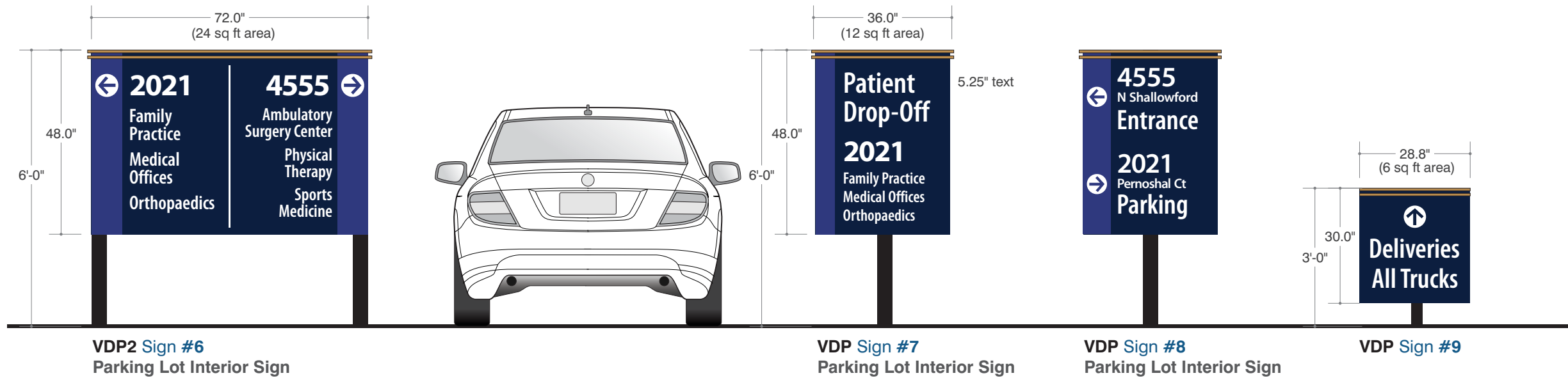
DRAWING TITLE:  
TYPE VDM2 - VEHICULAR  
DIRECTIONAL MONUMENT

DRAWING #:	SECTION
G2.05	ELEVATION



Vehicular and Pedestrian Wayfinding					
Height Allowed:	3'	Height Requested:	3' / 6'		
Size Allowed:	6 sf	Size Requested:	6–24sf		
Quantity Allowed:	2	Quantity Requested:	8		

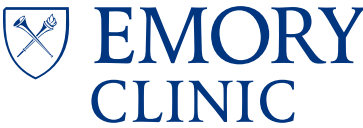
5" letters recommended for viewing distance of 50'



PROJECT:

DUNWOODY MOB  
4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338

CLIENT:



PREPARED BY:



315 Northpoint Pkwy SE, Suite F  
Acworth, GA 30102  
Office 678-369-4877  
Fax 678-559-0660

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EC-AS1022.02DMOB

DRAWN	MD	PM	JB	EM	TM
PM PHASE REVIEW	01	02	03	04	
EM PHASE REVIEW	01	02	03	04	
DATE	12/06/2023				
SCALE	3/8" = 1'-0"				

FILEPATH M:\CUST\EC-AS\22\DMOB

DRAWING TITLE:

VEHICULAR AND  
PEDESTRIAN WAYFINDING

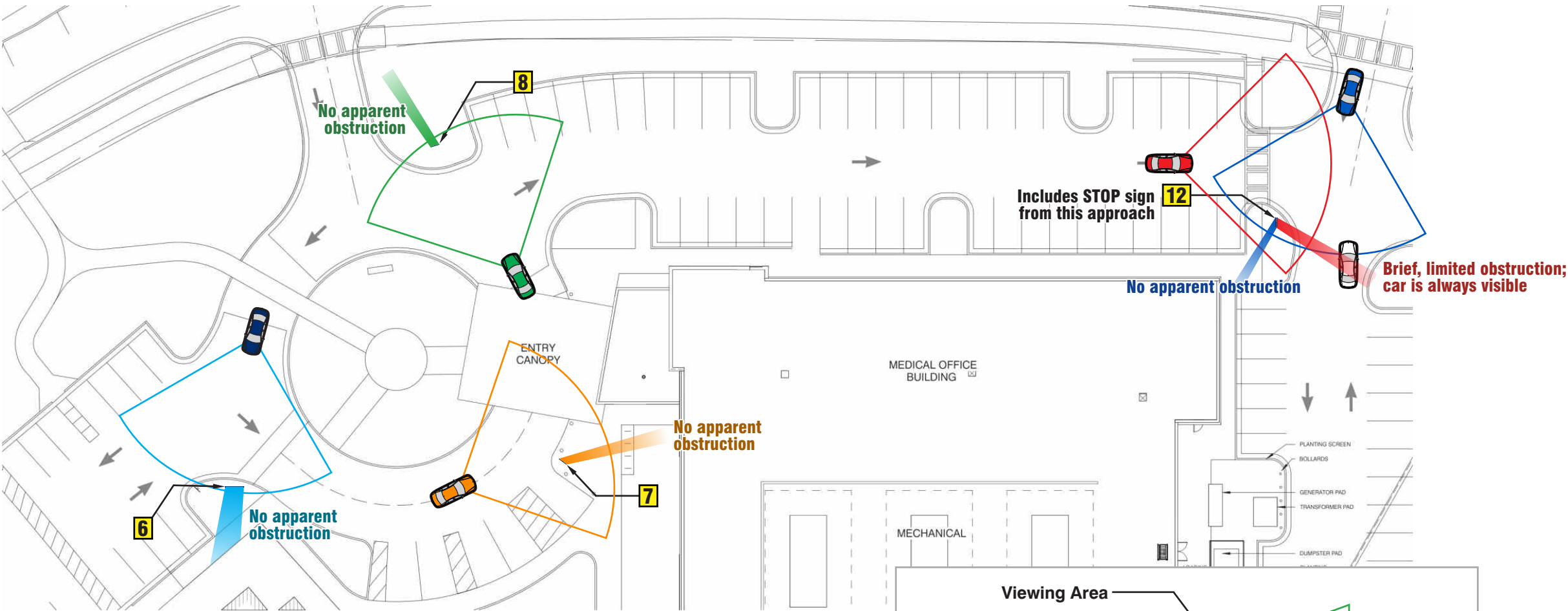
DRAWING #:	SECTION
G2.06	ELEVATION

Packet page:...

Wayfinding Sight Analysis - Parking Lot Interior Signs - #6, 7, 8, &12

The American Association of State Highway and Transportation Officials (AASHTO) publication A Policy on Geometric Design of Highways and Streets, 2018 7th Edition (The Green Book) provides comprehensive insight into the effect of specific geometric design elements of roads and streets for all transportation modes. Road design, intersection sight distance, and sight obstructions are addressed in The Green Book with travel speed calculations beginning at 15mph. As such, sight line conditions shown on the drawing above for the parking lot wayfinding signs are based on general information provided in The Green Book.

Of the four (4) wayfinding signs illustrated below, only one sign, #12, is located at an intersection. Per AASHTO guidelines, approach sight triangle studies “are not needed for intersection approaches controlled by stop signs”, which sign #12 includes.



Scale: 1" = 40'-0"

All signs/cars shown to scale

LEGEND

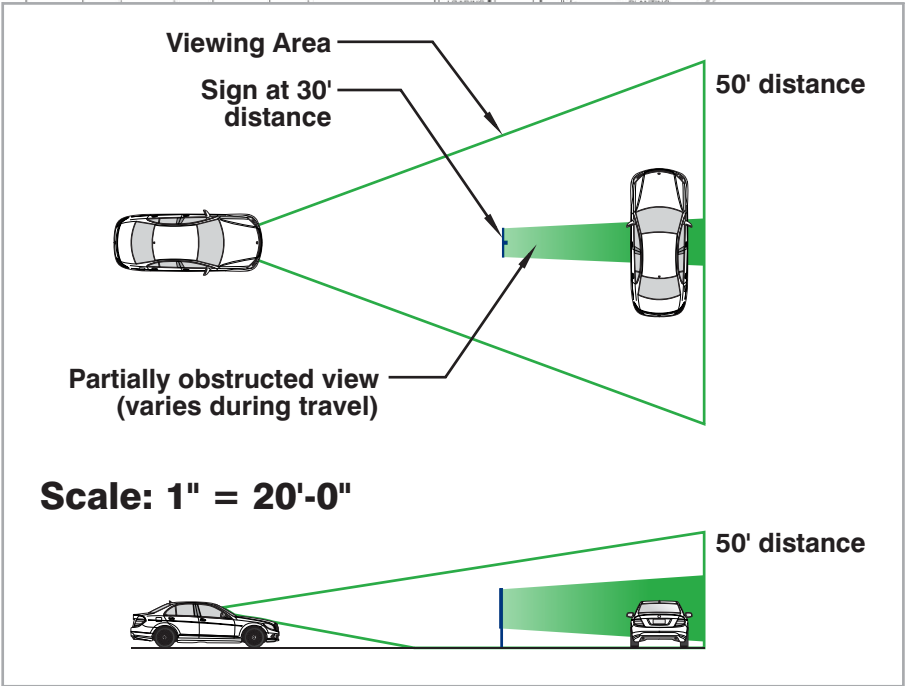
Car to scale

Mid-sized sedan

Sign to scale

Partially obstructed view

50' leg sight line for 10mph speed



PROJECT:

DUNWOODY MOB

4553 N. SHALLOWFORD RD

DUNWOODY, GA 30338

CLIENT:

EMORY

CLINIC

PREPARED BY:

MILLER

EG

DESIGN

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Acworth, GA 30102

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Fax 678-559-0660

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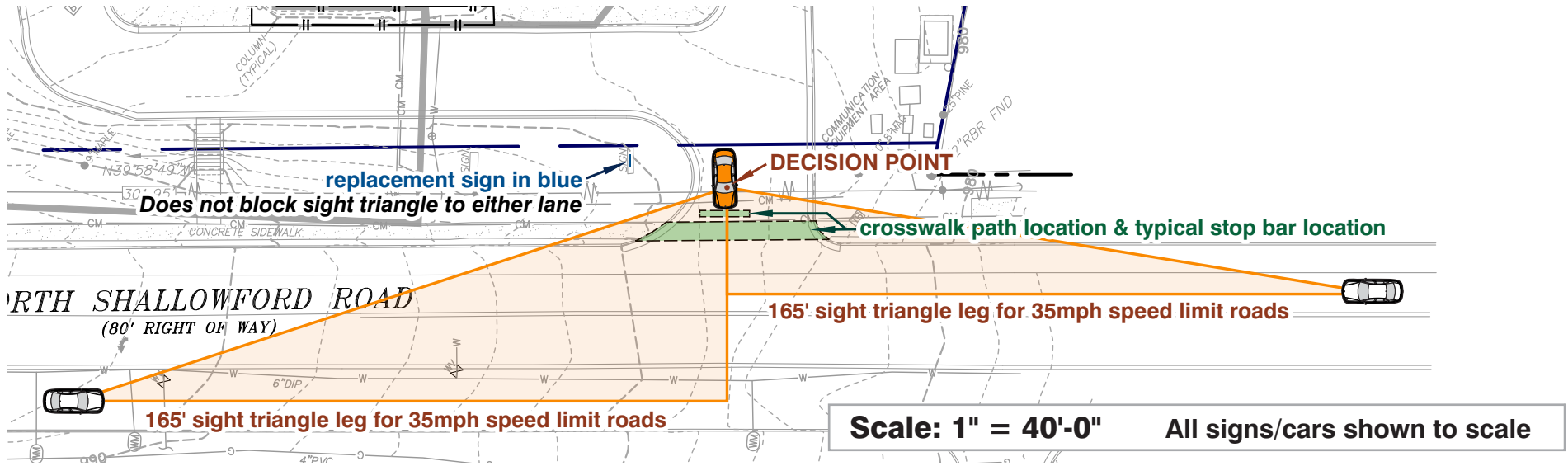
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PM PHASE REVIEW	01	<input type="checkbox"/>	02	<input type="checkbox"/>	03 <input type="checkbox"/> 04 <input type="checkbox"/>
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DATE	01/05/2024				
SCALE	as shown				
FILEPATH	M:\CUST\EC-AS\22\DMOB				
DRAWING TITLE:					
WAYFINDING SIGHT ANALYSIS					
DRAWING #:			SECTION		
G2.07a			ELEVATION		
Packet page:...					






**Departure Site Triangles for Viewing Traffic Approaching a 35 mph Road from Left or Right**  
(ref. AASHTO Green Book Chapter 9.5.2.2)



**Conclusion:**  
**Replacement sign does not interfere with departure sight triangles.**

PROJECT:  
**DUNWOODY MOB**  
4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338

CLIENT:  
 **EMORY CLINIC**

PREPARED BY:  
  
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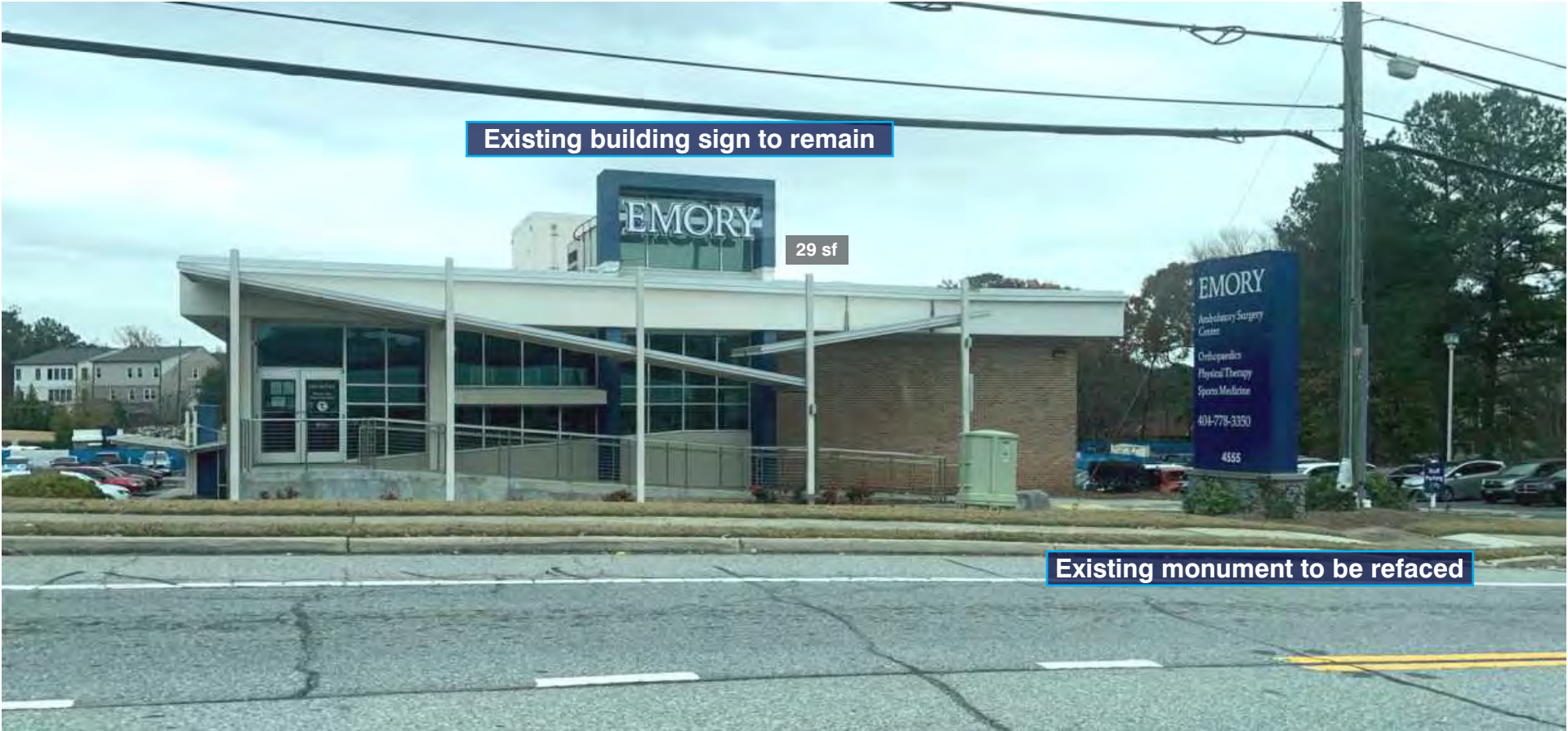
PROJECT ACRONYM AND NUMBER: <b>EC-AS1022.02DMOB</b>					
DRAWN	MD	PM	JB	EM	TM
PM PHASE REVIEW	01	02	03	04	
EM PHASE REVIEW	01	02	03	04	
DATE	01/05/2024				
SCALE	as shown				
FILEPATH	M:\CUST\EC-AS\22\DMOB				

DRAWING TITLE: <b>WAYFINDING SIGHT ANALYSIS - SIGN #11</b>	
DRAWING #: <b>G2.07b</b>	SECTION <b>ELEVATION</b>
Packet page:...	



Existing Signage at 4555 North Shallowford Road

Existing building western fascia area = 1373.4 sf  
Wall Sign area allowed per code = 120.0 sf  
Existing Wall Sign area = 28.9 sf



PROJECT:  
  
DUNWOODY MOB  
4553 N. SHALLOWFORD RD  
DUNWOODY, GA 30338



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EM PHASE REVIEW	01	<input type="checkbox"/>	02	<input type="checkbox"/>	03 <input type="checkbox"/> 04 <input type="checkbox"/>
DATE	11/27/2023				
SCALE	as shown				
FILEPATH	M:\CUST\EC-AS\22\DMOB\03\Sign Plan				

DRAWING TITLE:  
EXISTING SIGNAGE  
4555 N SHALLOWFORD RD

DRAWING #:	SECTION
G2.08	ELEVATION

Packet page:...

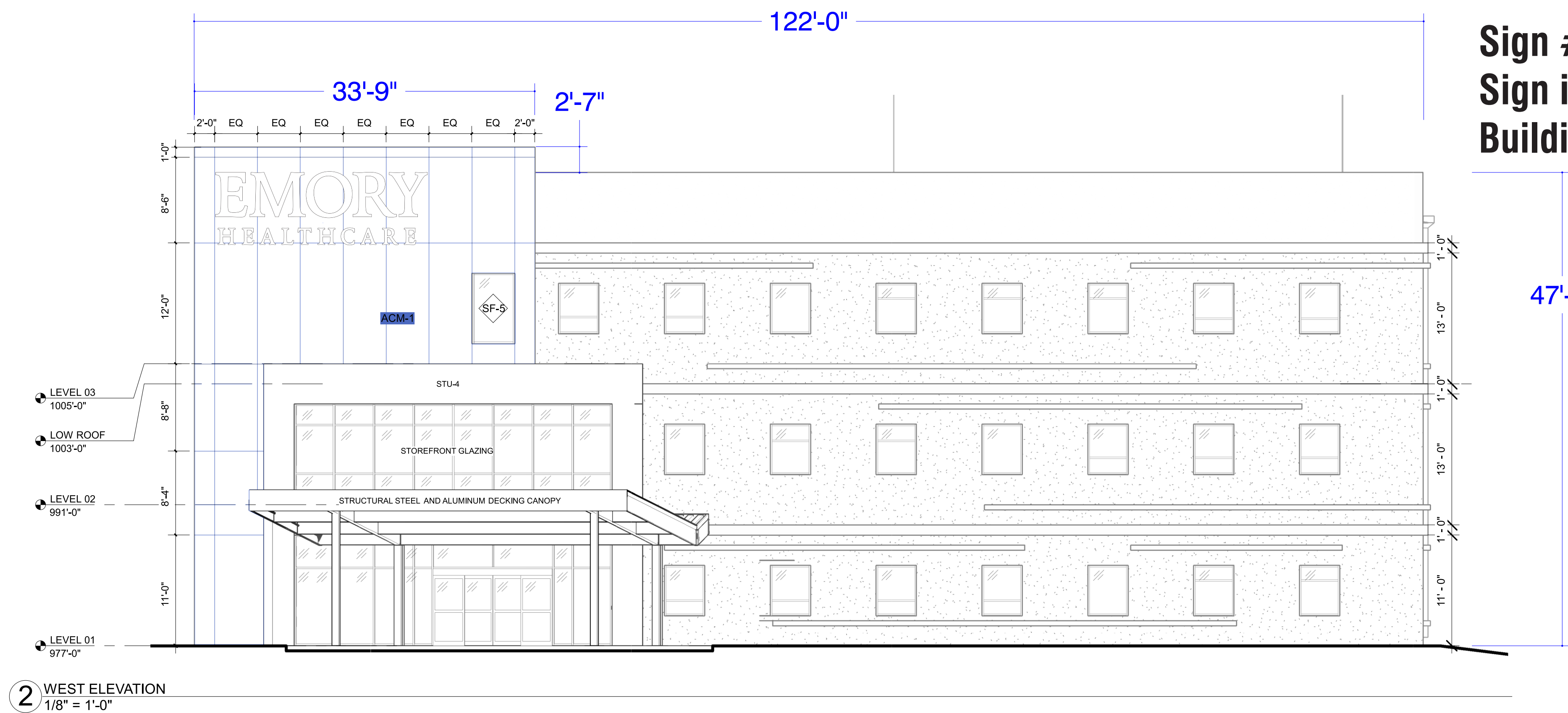
# Building Elevations and Area Information

## 2021 Pernoshal Ct.

**ALLOWABLE HEIGHTS & AREAS**

PRIMARY - INTERNATIONAL BUILDING CODE

	ALLOWABLE	ACTUAL
HEIGHT	75'	50'
STORIES	4 STORIES	3 STORIES
AREA (LEVEL 1)	69,000 SF	19,750 SF
AREA (LEVEL 2)	69,000 SF	19,100 SF
AREA (LEVEL 3)	69,000 SF	18,995 SF
AREA (TOTAL)	207,000 SF	57,845 SF



**Sign #2 Elevation**  
**Sign is 152.9 sf**  
**Building elevation is. 5,821.19 sf**



**Sign #3 Elevation**  
**Sign is 92.6 sf**  
**Building elevation is 8,448.25 sf**