



Z-18-01: Gulch Sign Overlay District

Overview

What: An Ordinance to amend Part 16 of the Land Development Code so as to create a Gulch Sign Overlay District. The proposed amendment will codify comprehensive signage regulations for the Gulch Sign Overlay District, and amend the official zoning map to delineate the boundaries.

Why: The property is adjacent to Centennial Olympic Park Drive, Mitchell Street, Richard B. Russell Plaza, Martin Luther King, Jr. Drive, Ted Turner Drive, Peters Street and portions of Marietta Street and Forsyth Street. Redevelopment of the property as a mixed-use development atop structured parking and loading areas that will be located below street level would create a new street and sidewalk network at the elevated street level, providing strategically planned connectivity between neighborhoods and activity centers, such as Centennial Olympic Park, the Fairlie-Poplar Historic District, Georgia State University, Castleberry Hill, the Atlanta University Center Consortium, Mercedes-Benz Stadium, Phillips Arena, and Georgia World Congress Center.

The legislation is intended to allow for appropriately scaled signage for the redevelopment area that achieves economic, commercial and design needs, promote downtown Atlanta's role as a civic and economic center and respect the aesthetic and public safety goals of the Sign Ordinance. The creation of a unique sign overlay district applicable to the core of the development generally bounded by Marietta Street, Centennial Olympic Park Drive, Mitchell Street and Ted Turner Drive and zoned SPI-1 sub area 1 (Downtown Core) will further the policy of the Comprehensive Development Plan to emphasize placemaking strategies for Downtown that aim to enliven the public spaces with human activity and vibrancy and improve the aesthetics of surrounding streets and the built environment. The creation of the Gulch Sign Overlay District will help to implement the strategy of the Comprehensive Development Plan for continued growth and redevelopment of Downtown by revision of the sign regulations to identify entertainment areas and primary corridors and allow more vibrant signage.

Creation of a unique sign overlay district for the area will contribute to the overall welfare of the residents in the District by providing a more lively and enhanced streetscape to encourage a walkable downtown with more activity and which could lead to increased property values.

When: The Zoning Review Board (ZRB) is scheduled to hold a public hearing in May 3 or May 10, 2018.