Public Hearing: YES ☒ NO ☐ **Department:** Planning & Sustainability

SUBJECT:

COMMISSION DISTRICT(S): All Districts

Application of the Director of Planning & Sustainability for a text amendment to repeal and replace Chapter 21-Sign Code. This text amendment is County-wide.

PETITION NO: N3-2026-1262 TA-26-1248277

PROPOSED USE: Chapter 21-Sign Code Update.

LOCATION: County-wide.

PARCEL NO. : N/A

INFO. CONTACT: Whitney Fuller, Zoning Administrator

PHONE NUMBER: 404-371-2155

PURPOSE:

Application of the Director of Planning & Sustainability for a text amendment to repeal and replace Chapter 21-Sign Code. This text amendment is County-wide.

RECOMMENDATION:

COMMUNITY COUNCIL: (Oct. 2026) CC-1: No vote; **CC-2:** No vote; **CC-3:** Full-cycle deferral; **CC-4:** Full-cycle deferral; **CC-5:** Full-cycle deferral.

PLANNING COMMISSION: (Nov. 2026) Full-Cycle Deferral.

PLANNING STAFF: (November 2026) Full-Cycle Deferral.

STAFF ANALYSIS: Ongoing project feedback through community workshops, community councils, legal, and technical advisory committees for proposed regulations around the Sign Ordinance (Ch. 21) are continuing to evolve. The project team is continuing to incorporate these proposals into a comprehensive proposed Sign Ordinance (Ch.21). A full review of the proposed ordinance will be announced. A ***"Full-Cycle Deferral to the January 2027 zoning agenda"*** to allow for the incorporation of the feedback into the proposed Sign Ordinance (Ch. 21).

PLANNING COMMISSION VOTE: (November 5, 2026) Full-Cycle Deferral 5-0-0. Motion was made by Commissioner Cooper, seconded by Commissioner Costello for a full-cycle deferral, per Staff recommendation to allow more time for review/feedback from various Boards, stakeholders, & legal counsel. Commissioner Zou was not present for this vote.

COMMUNITY COUNCIL VOTE/RECOMMENDATION: (October 2026) CC-1: No vote; **CC-2:** No vote; **CC-3:** Full-cycle deferral (8-0-0); **CC-4:** No Quorum. Members present voted for full-cycle deferral (6-0-0); **CC-5:** Full-cycle deferral (8-0-0).

DeKalb County Government Services Center
178 Sams Street, Decatur, GA 30030
404-371-2155
Planning & Sustainability Public Hearings

Planning Commission Hearing Date: November 5, 2026
Board of Commissioners Hearing Date: November 19, 2026

STAFF ANALYSIS

CASE NO.:	**TA-26-1248277**	**File ID #: 2026-1262**
Address:	County-Wide	**Commission Districts:** All Districts
Parcel ID(s):	N/A	
Request:	Application for the Director of Planning and Sustainability for a text amendment to repeal and replace Chapter 21-Sign Code.	
Property Owner(s):	N/A	
Applicant/Agent:	Director, DeKalb County Planning & Sustainability	
Acreage:	N/A	
Existing Land Use:	N/A	
Surrounding Properties:	North: South: East: West: (N/A)	
Adjacent Zoning:	North: South: East: West: (N/A)	
Comprehensive Plan:	Consistent [X] Inconsistent [ ]	

STAFF RECOMMENDATION: ONE (1) FULL-CYCLE DEFERRAL

BACKGROUND

The purpose of this project is to initiate significant updates to the DeKalb County Sign Ordinance. The Sign Ordinance regulates signage throughout the unincorporated areas of the county. The last ordinance update was in 2003. The goal of this update is to create clear, comprehensive sign regulations that effectively balance legitimate business and development needs with aesthetically attractive environment for residents, workers, and visitors to DeKalb County. The relatively modest size of the Sign Ordinance, a full update of administrative procedures and sign standards along with sufficient illustrations within the current format is desired.

The Goals and Objectives of the Sign Ordinance include:

a. Build on the goals and action items from the 2050 Unified Plan

b. Establish signage as a design element that can contribute to a sense of place/gateways

c. Encourage more pedestrian oriented signage

d. Reduce the prominence of signage while balancing commercial and aesthetic interests

e. Make regulations more user friendly and easier to interpret

f. Create specific illustrations and detailed drawings, where appropriate

g. Create a temporary sign program to assist small businesses and special events

h. Address monuments, public art and murals

i. When applicable, streamline regulations

To incorporate the goals/objectives into the sign ordinance through 3 tasks:

1. Public Involvement
2. Project Management
3. Project Deliverables

STAFF ANALYSIS

Ongoing project feedback through community workshops, community councils, legal, and technical advisory committees for proposed regulations around the Sign Ordinance (Ch. 21) are continuing to evolve. The project team is continuing to incorporate these proposals into a comprehensive proposed Sign Ordinance (Ch.21). A full review of the proposed ordinance will be announced.

RECOMMENDATION

A ***"Full-Cycle Deferral to the January 2027 zoning agenda"*** to allow for the incorporation of the feedback into the proposed Sign Ordinance (Ch. 21).