

**CITY OF DUNWOODY**

41 Perimeter Center East

Dunwoody, GA 30350

Phone: 678.382.6700 • Fax: 678.382.6701

www.dunwoodyga.gov

MEMORANDUM

To: Mayor and City Council

From: Michael Tuller, Community Development Director, AICP

Date: September 27, 2010

Subject: **Additional Signage Request – Dunwoody Music Festival**

BACKGROUND

Pursuant to Section 26-275 of the City of Dunwoody Code of Ordinances, the City Council may make allowances for additional signage for special events based upon Administrative Guidelines developed by the Community Development Department.

As such, the Community Development Department has created Administrative Guidelines that establish maximum limits for signage above and beyond what is allowed by the Sign Ordinance and Overlay District Regulations. These guidelines create a sliding scale for banners and standard informational signs based upon the acreage of the parcel on which the event occurs.

Dunwoody Music Festival has made application to the City to take place October 23 – 24, 2010 at Brook Run Park. The Sign Ordinance currently allows the event producer to apply for two banners as well as one standard informational sign. On Thursday, September 9, 2010 the event producer submitted a request for additional signage for the event as detailed in the attached spreadsheet. Additionally, following this memorandum, please find the Administrative Guidelines for Special Event Signage and Advertising and the basic event information excerpted from the Dunwoody Music Festival Special Event Permit Application.

RECOMMENDATION

Given the scale of this festival and many activities, staff recommends approving additional signage pursuant to the attached City guidelines to allow for the orderly flow of event attendees and activities.

				Do ubl e Sid ed		
Item	sign (inches)	Banner	Number		DMF lo	Location
*Street sign festival Directional	24 by 24		12		Y	Tilly Mill, North Peachtree intersection(from Peachtree Industrial)
*Street sign	24 by 24		12		Y	Ashford Dunwoody intersection Mt Vernon to Jett Fery
*Street sign	24 by 24		12			Tilly Mill to GPC
*Street sign	24 by 24		18			Directionals to 285
*Street sign		3X4	1		Y	In Park (A section Skate Park)
Parking			1	X	Y	Park entrance
Handicapped Banner VIP Banner		6 x 2	1	X	Y	Park entrance
*Handicapped Banner VIP Banner		3X4	1		Y	Park (A section Skate Park)
Musician*	24x24 inches		2		Y	In Park (A section Skate Park) Right Arrow C set SP Rt Ar
No Parking*	24x24 inches		20		Y	In Park (left arrow at theater drive)
Musician Parking*	24x24 inches		3		Y	tilly Mill and N Peachtree arrow pointing to Brook run
Festival Parking*	24x24 inches		16		Y	(4)Along Peachtree Middle School,(2)St Barnabus,(2) St Patrick,(4) Kingswood 2@Tilly Mill 2@N Peachtree
Festival Parking *Directional		6 X 3 feet	2		Y	GPC Parking Lot off sight parking Womack and Tilly Mill
Festival Parking	24x24 inches		5		Y	GPS Parking Lot Directionals
Festval Parking Shuttle*	24x24 inches		3			Park parking Lot
Shuttle Pick UP*	24x24 inches		3		Y (CHIL	Park parking Lot
Vendor Artisans and foodParking*	24x24 inches		20			Parking lot in the park
Chili Vendor Parking*	24x24 inches		10			Parking lot in the park
Art at entrance	GUITARS on Park Sign		2			Art on Park Sign
Check in	24x24 inches		4		Y	Directionals to Check in
Check in		3'X4	6		Y	Located in Check in area vendors,volunteers,musicians
General Store		3X15	1		Y	General Store (Sunday City Logo)
Stages		20 inches by 32 feet	2		Y	Pavilion & Field stages Sponsor and DCC Logo
VIP TENT		2X6	2		Y	VIP Sponsor Logo
Chili Cook Off		2X6	1		Y	Chili Cook Off Sponsor logo
Car Show		2X6	1		Y	Car Show Sponsor logo
Kids Zone		2x6	1		Y	Kids Zone Sponsor logo
Kids Zone	24"x24"		6			Parents must accompany Kids RED LETTERING
Chili Cook Off Cont.		2'x8'	60			For contestant table with Chili Logo
Food Venders		2'x8'	20		Y	each Food vendor
Artisans		2'x8'	20		Y	each artisan
First Aid		2'x4'	1			Universal Red Cross
*Communications	24X24		1		Y	By Vip Tent
Communications		2'x4'	1		y	
*Rest Room	24"x24"		8			by each set of restrooms
VIP RESTROOM	24"x24"		1		Y	by each set of restrooms
Schedule , food, sponsor		3X10	2			Located at the entrance of each stage area
Sponsor Banner		2X10	7	Y		Center Banner is Chamber Welcome Banner
Schedule , food, sponsor		6x6	1	y		entrance of fesival so you have the schedule and location for Music and food
Pavilion signs	10'by 2'		9	y		Signage above the pavilion includes City, Chamber,PCID
Pavilion sign	6'by3'		1	y		signage on speaker box @ pavilion
Beer Garden	6'by3'		2	y		Sign at each Beer Garden
Pricing	24X24		6			
21 and Older ID	24x24		4			2 @ each Garden
Alcohol to stay in Park						Park exits N. PeachTree and Peeler
Entrance sign at N. Peachtree		3'x6'	2	Y		N Peachtree entrance and Peeler
		3'X4'	9	Y		Ticket Booths: Located at each ticket table
Dunwoody Music Festival: Wrist Bands 12 and older \$10 All day music kids 11 and under free, \$5 Chili all you can eat Chili wrist Band, all day Kids Zone, \$1 tickets for Food and Drink						Ticket Booths: Chili Cook Off and Beer, Kids zone, Food Vendor & field entrance,
NO COOLERS	24"x24"		4			at entrance front and back
Blankets and Chairs Welcome	24"x24"		4			at entrance front and back
NO Alcohol to Leave Park	24"x24"		6			at entrance front and back & Beer Garden
Type of Sign	Request	Guidelines				
Standard Informational Sign (≤ 6 sq ft)	105	100				
Banners (≤ 30 sq ft)	57	12				
Vendor Banners (≤ 30 sq ft)	100	1 per vendor				
too large (> 30 sq ft)	6	0				
outside special event area	77					
Total (sans Vendor Banners):	245	112				
Total (in festival area - Vendors):	168	112				



City of Dunwoody

Administrative Guidelines

SPECIAL EVENT SIGNAGE AND ADVERTISING

I. Purpose

Pursuant to Section 26-275 of the City of Dunwoody Code of Ordinances, the purpose of these administrative guidelines is to establish maximums for additional special event signage and advertising that may not be in compliance with existing ordinances for banners and vendors. These guidelines have been designed, in awareness and appreciation for the City of Dunwoody's Sign Ordinance and Overlay District Regulations, to be used as a standard by which the City Council may make recommendations and allowances for additional signage that shall become conditions of an applicant's special event permit.

II. Scope

The scope of these Administrative Guidelines covers all special events, meeting the definition herein, that have made application to the City.

III. Definitions

When used in these administrative guidelines, the following words, terms and phrases, and their derivations, shall be the meaning ascribed to them in this section, except where the context clearly indicates a different meaning.

A. BANNER means a sign other than a flag with or without characters, letters, illustrations or ornamentation applied to cloth, paper, or fabric that is intended to be hung either with a frame or without a frame. Banners shall not exceed 30 square feet in size.

B. SPECIAL EVENT means any organized for-profit or nonprofit activity having as its purpose entertainment, recreation and/or education which takes place on public property or on private property, but requires special public services within the municipal boundaries of the City of Dunwoody.

C. STANDARD INFORMATIONAL SIGN means a sign with a sign face made for short term use, containing no reflecting elements, flags, or projections and which is mounted on a post, stake, or metal frame with a thickness or diameter not greater than 3½ inches. Standard Informational Signs shall not exceed 6 square feet in size.

D. VENDOR means any person or persons or entity who engages in the sale to the public of any food or food products, goods, services, or merchandise of whatever nature from any



City of Dunwoody Administrative Guidelines

location, either mobile or stationary, on a temporary itinerant basis on any public street, sidewalk, or right-of-way as an authorized participant of the special event.

IV. Maximum for Additional Signage

In addition to those signs already permitted by the Sign Ordinance, the following table establishes maximum numbers of banners and standard informational signage allowed for special events based upon the acreage of the parcel on which the event is occurring:

Acres	Banners	Standard Informational Signs
0.00 - 1.00	1 + 1 per vendor	10
1.01 - 2.50	2 + 1 per vendor	20
2.51 - 5.00	4 + 1 per vendor	35
5.01 - 10.00	6 + 1 per vendor	60
10.01 or larger	10 + 1 per vendor	100

V. Responsibility

A. Director of Community Development

The Director of Community Development shall have the following duties and powers in regards to the Administrative Guidelines for Special Event Signage and Advertising:

1. Work with all applicants for Special Events that petition for signage and advertising that exceeds that which is allowed by existing ordinances for banners and vendors.
2. Work with the City Clerk to bring each application for additional signage and advertising in front of the City Council at their earliest regularly scheduled meeting.

Special Event Permit Application Event Description



City of Dunwoody
41 Perimeter Center East
Dunwoody, GA 30346
Phone: (678) 382-6800
Fax: (770) 396-4828

Type	Name of Event: <u>Dunwoody Music Festival</u>
	Type of Event: <input type="checkbox"/> Run / Walk <input type="checkbox"/> Cycling Event <input type="checkbox"/> Street Festival <input type="checkbox"/> Parade <input type="checkbox"/> Triathlon / Biathlon <input type="checkbox"/> Grand Opening <input type="checkbox"/> Other - <u>Music Festival / Park</u>
Event Details	Purpose of Event: <u>Community Give Back - 1</u>
	Location of the Event (street address): <u>4770 N. Peachtree Rd. Dunwoody 30338</u>
	Date/Duration of Event, From: <u>Oct. 23</u> To: <u>Oct. 24</u>
	Actual Event Hours: <u>23 10 Am 24 12 Pm</u> a.m. / p.m. Until: <u>23 8pm 24 6pm</u> a.m. / p.m.
	Setup / Assembly Date: <u>Oct. 22</u> Start Time: <u>10</u> a.m. / p.m.
	Dismantle Date: <u>Oct. 25</u> Completion Time: <u>12</u> a.m. / p.m.
	Projected Event Attendance: <u>20,000</u>
Required Attachments	Required Overall Site Plan – attached? <u>(yes / no)</u>
	Required Schedule of Proposed Activities – attached? <u>(yes/no)</u>
	Required First Aid / Medical Support Plan – attached? <u>(yes / no)</u>
	Required Waste Disposal Facilities and Control Plan – attached? <u>(yes / no)</u>
	Required Restroom Facilities Plan – attached? <u>(yes / no)</u>
	Required Traffic and Crowd Control Plan – attached? <u>(yes / no)</u>
	Required Parking Plan – attached? <u>(yes / no)</u>
If Applicable, Additional Requirements	Required Proof of Notification of Neighboring Residences and Businesses – attached? <u>(yes / no)</u> submitted 08/25/10
	Will temporary structures, such as tents, a stage, or stationary vehicles, be part of the event? <u>(yes / no)</u> <i>If yes, please attach a scaled Site Plan showing all permanent and proposed temporary structures on the property at which the event is proposed to be held. The Site Plan should include property boundary lines, setbacks, and buffers. For any temporary structures please attach scale drawings showing size and exits.</i>
	Will the event include temporary signs or banners? <u>(yes / no)</u> <i>If yes, please fill out and attach the Temporary Sign Permit Application.</i>
	Will the event occur on private property? <u>(yes/no)</u> <i>If yes, please attach proof of permission from the property owner(s).</i>
	Will the event require closing of any City streets or parking lots? <u>(yes / no)</u> <u>? Park</u> <i>If yes, please attach a list any street(s) and parking lot(s) to be closed as a result of the event. Include the street name(s), date, and proposed time of closing and time of reopening as well as traffic and parking plans.</i>
	Will the event include recording equipment, sound amplification, or other attention getting devices? <u>(yes / no)</u> <i>If yes, please attach description of any equipment or devices.</i>
	Will the event include the use or sale of fireworks? <u>(yes / no)</u> <i>Fireworks are not permitted without approval from the DeKalb County Fire Department.</i>
	Will the event include the consumption or sale of alcohol? <u>(yes / no)</u> <i>If yes, event sponsors must be in compliance with Chapter 4, Alcoholic Beverage Ordinance.</i>

Special Event Permit Application Contact Information



City of Dunwoody
41 Perimeter Center East
Dunwoody, GA 30346
Phone: (678) 382-6800
Fax: (770) 396-4828

Producer	Name:	Dunwoody Music Festival
	Company:	Dunwoody Chamber of Commerce
	Address:	5518 Chamblee Dunwoody Rd. Dunwoody 30338
	Phone:	678-244-4700 x5
	Email:	Dunwoody Music Festival@gmail.com
Event Sponsor	Company:	Dunwoody Chamber of Commerce
	Contact:	MJ Thomas
	Address:	5518 Chamblee Dunwoody Rd. Dunwoody GA 30338
	Phone:	404-512-2400
	Email:	ms Dunwoody Music Festival@gmail.com
Does Event Sponsor have a business license? (yes / no)		
If yes, please attach a copy of business license.		
Property Owner	Owner's Name:	City of Dunwoody
	Owner's Address:	41 Perimeter Center East Dunwoody 30338
	Phone:	678-382-6800
	Email:	

Note: The Special Event Permit shall be issued only to an individual person, the producer of the event. In this case, producer means the person responsible for planning, producing, and conducting the special event. If a group, organization, association, or other entity is producing the special event, a designated agent of the producer shall be named for purposes of the permit, and that individual shall be solely and fully responsible for compliance with all provisions of the Special Events Permit.

Optional – Interest in City Involvement:

If appropriate and desired by the event, the City may be interested in participating in the event or utilizing space for public education or public relations. Answering this question is optional and is not required of any event nor could it be construed as grounds for denial of an application.

Would your event be interested in donating space for the City participation at your event? (yes / no)

**Special Event Permit
Property Owner Signature
Applicant's Certification,
Affidavit and Signature**



City of Dunwoody
41 Perimeter Center East
Dunwoody, GA 30346
Phone: (678) 382-6800
Fax: (770) 396-4828

Name of Event: Dunwoody Music Festival

Brief Description of Event: Music event with food, chili cook off, alcohol, kids zone

I hereby agree that as a condition to the issuance of a Special Event Permit, the Producer of the Event shall indemnify and hold the City harmless from claims, demand or cause of action which may arise from activities associated with the event.

I hereby solemnly swear, subject to criminal penalties for false swearing, that the statements and answers made by me to the foregoing questions in this application for a Special Event Permit, are true, and no false or fraudulent statement or answer is made herein to procure the granting of such permit.

I hereby certify that the site plan and description provided will be constructed and/or used in accordance with all applicable zoning ordinances and laws governing the City of Dunwoody, Georgia.

I hereby state and understand that should a complaint be filed against the Producer of the Event for violation of any regulation associated with the application for the City of Dunwoody Special Event Permit, the permit issued for the event will immediately become void and will not reissue for the same location.

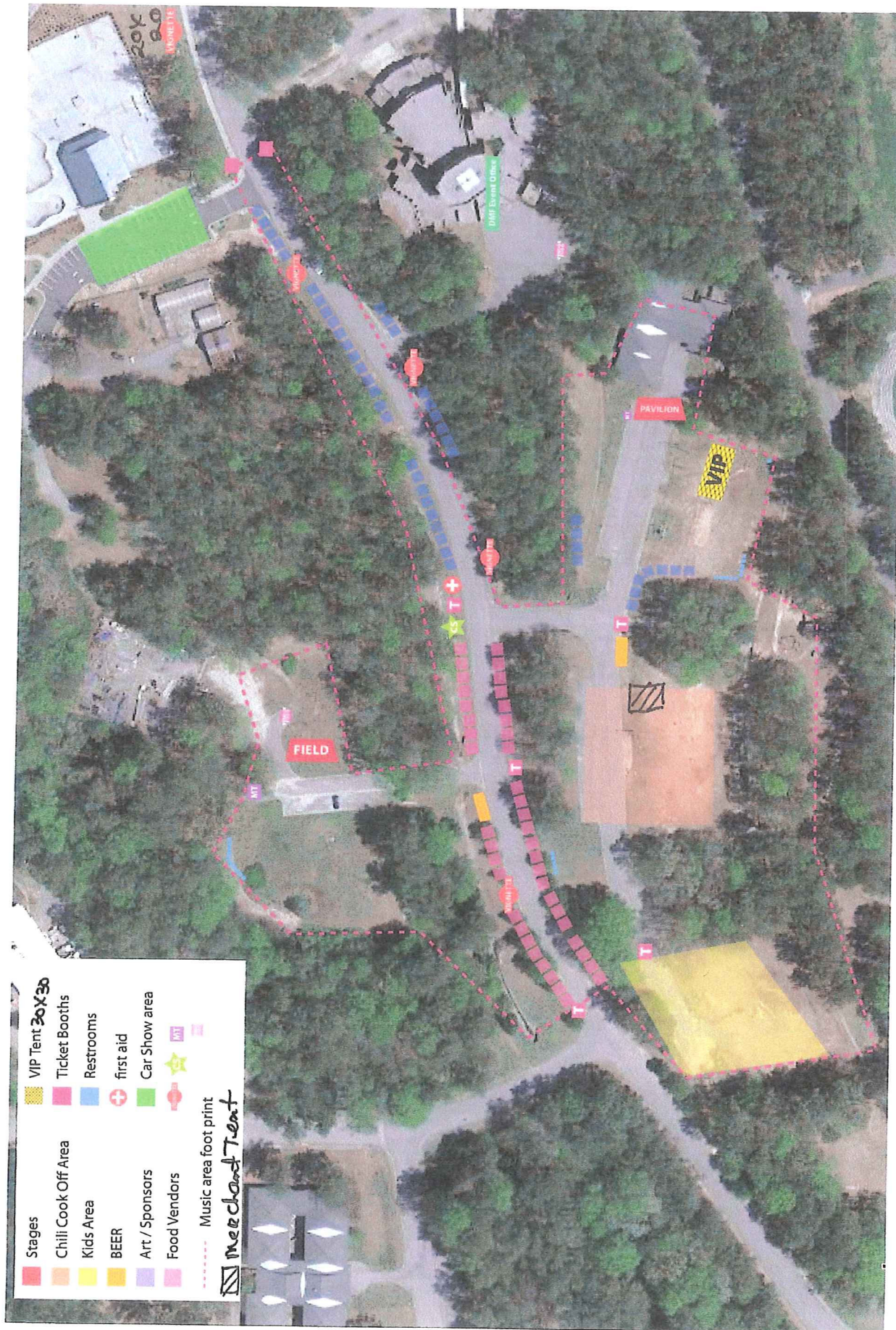
Producer's Signature: [Signature] Channa

Sworn and Attested before me on this 15th day of JULY, 2010.

Notary Signature: [Signature] Beverly Cooper Morrison



Staff Use Only	
Application Received: <u>10/20/10</u>	Event Date: <u>10/23-24</u>
Permit #: <u>2010 2748-3024</u>	CD Processed By:
FA Processed By:	PW Processed By:
PD Processed By:	FD Approved Date:
Approved/Denied By:	Approved/Denied Date:
Application Fee: <u>50.00</u>	Fees Paid Date:
Process Completed:	Permit Expiration Date: <u>10/24/10</u>



Heyward Wescott
hwescott@gmail.com

last updated
8/17/10

Dunwoody Music Festival and Chili Cook Off

Saturday October 23 & Sunday October 24, 2010

Scheduled of Proposed activities

1. Chili Cook Off: Cooking starts at 8a.m. Judging from 11 a.m. to 1 p.m. Winners Announced
2. 2 Stages Music includes bands and dance acts from 10a.m. to 7p.m. Saturday
3. 2 Stages Music includes bands and dance acts from 12a.m. to 7p.m. Sunday
4. City to Launch brand and have fireworks Saturday at dark
5. Children's rides from 10 a.m. to 6 p.m. Saturday
6. Children's rides from 12 p.m. to 6 p.m. Sunday
7. Food Venders open from 10 a.m. to 6 p.m. Saturday
8. Food Venders open from 12 p.m. to 6 p.m. Sunday
9. Drink Venders open from 10 a.m. to 6 p.m. Saturday
10. Drink Venders open from 12 p.m. to 6 p.m. Sunday
11. Crafters and sponsor booths from 10 a.m. to 6 p.m. Saturday
12. Crafters and sponsor booths from 10 a.m. to 6 p.m. Sunday
13. Car show Sunday from 12 p.m. to 3 p.m.

First Aid Tent

Georgia Defense force to provide EMS Team for the event. First Aid supplies will be at the tent. Fire Station is 1 miles from the sight. First Aid tent is centrally located

Waste Disposal

Trash and recycling boxes will be placed throughout the area. The containers will be emptied a minimum of hourly more often as needed. Trash Truck/Dumpster will be on sight in dumpster location. There will be re-cycle bins place throughout the event.

Restroom Facility plan

35 Port a Potties with hand sanitizers:

- 10 located at the field stage: Zone A
- 10 located in parking lot between the Chili Cook Off and Kids Area: Zone D
- 2 ADA 1 located in zone D and 1: Zone D
- 10 located at the Pavilion stage: Zone C
- 1 located at the VIP Tent; Zone C
- 2 located near entrance: Zone B
- 1 hand washing station by Chili cook off and Kids Zone

These will be delivered on Friday and Cleaned on Saturday pm or Sunday am and removed on Monday morning.

Crowd and Traffic Control

Police will be used to assist with Traffic Control (2) officers each day
Volunteers will be walking the lots directing people to the main entrance.

Parking Plan

Will have signs designating FESTIVAL PARKING

Parking at Peachtree Middle
St. Barnabus Church 4795 N Peachtree
Kingswood United Methodist Church 5015 Tilly Mill Road
St. Patrick's Church 770-455-6523
Peachtree Middle School 678-676-7702

Dunwoody Music Festival Site Plan

October 23 and 24, 2010

Contact MJ Thomas @ 404-512-2400

1. 2 stages see attached each stage will have a ramp as per Georgia Accessibility Code. (see attached GA Accessibility Code) Stage in C zone will have lighting.
2. Chili Cook off tents: 10 foot x 10 foot (tail gate tents) they are grouped in threes with 3 feet between each group. Each of the tents will have a 6 or 8 foot table each contestant, is required to have a fire extinguisher. Tents are weighted down on the corners.
3. Crafters & Sponsor Tents: 10 foot x 10 foot (tail gate tents) they are grouped in threes with 3 feet between each group. (6) foot table and 1 chair.
4. Food Vendor Tents: Two 10 foot x 10 foot tents. There will be a minimum of 3 feet between each food vendor. Tents are weighted down. Fire extinguishers required
5. First Aid tent and Communications Center: Two 10 foot x 10 foot tents. (6) foot table and 4 chairs. Tents are weighted down.
6. Ticket Tent: (3) 10 x 10 tents together at entrance with (3) 8 foot tables and 12 chairs. (5) Individual 10 x 10 ft tents each with a 8 ft table and 4 chairs.
7. Vignette: (5) 10 foot x 10 foot (tail gate tents). 1 to 2 chairs for single performers.
8. VIP tent 30x 30 foot tent with (4) 8 foot tables for food, 3 high boy tables.
9. Merchant tent (1) 20x20 tent with (4) 8 foot tables and 6 chairs. Holds merchandise for the event. Tent anchored in the ground
10. Vignette at front (1) 20 x 20 foot tent 18 chairs for performers. Tent anchored in the ground
11. Car show Sunday in Skate Park Parking Lot. Time is 12 PM to 3 PM. About 20 Cars