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## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Steve Dush

**Date:** 3/12/2012

**Subject:** **Discussion of Art Festival Special Event Signage Request**

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### **ITEM DESCRIPTION**

Dunwoody Art Festival has made application to the City to hold their event on May 12-13 in Dunwoody Village. The event producer has submitted a request for additional signage for the event as detailed in the attached site map.

### **BACKGROUND**

The applicant proposes to erect a total of 136 signs, 96 of which are not permitted by right pursuant to the sign ordinance. Of those 96 signs, all but three comply with the Administrative Guidelines. The attached map identifies two shapes—a circle representing a standard informational sign and a square representing a banner. The attached map also identifies three different colors: green identifies the signs that are allowable by right—they are shown for reference purposes, hence, they are not a part of the applicant's additional sign request.

The signs that are identified in yellow are suggested to be approved per the administrative guidelines, but are beyond what is allowed by right in terms of volume. In order to permit the signs identified on the attached map in yellow, a vote will be required to approve the additional 93 yellow signs.

Signs identified in red are not permitted by right and are not in accordance with the administrative guidelines. Those signs in red are identified as such because they are proposed to be located in the City of Dunwoody Right of Way. There are no provisions in the Sign Ordinance or Administrative Guidelines that permit signs in the right of way. If Mayor and City Council would like to approve the additional three signs, a vote for the additional three red signs will also be required.

The attached spreadsheet relates to the colors identified on the map. The address, business, quantity, size, and duration of each sign are noted on the spreadsheet. Based on the Mayor and City Council's preference, all 93 of the signs in accordance with the administrative guidelines, as well as any of the additional three would need to be approved. The applicant is seeking approval for all 96 yellow and red signs.

### **RECOMMENDED ACTION**

#M.8.



41 Perimeter Center East, Suite 250  
Dunwoody, Georgia 30346  
P (678) 382-6700 F (678) 382-6701  
[dunwoodyga.gov](http://dunwoodyga.gov)

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. Staff's recommendation also supports the three signs identified in red because the issues associated with signage in the right-of-way are not present as the road is closed



# City of Dunwoody

## Administrative Guidelines

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### **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

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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

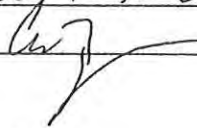
#### A. Director of Community Development

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 Sign Permit Application

2012-4908

Special Event	Event Name: DUNWOODY ART FESTIVAL				
	Contact Name: CINDY FLYNN				
	Contact Address: 17 N PEACHTREE ST, NORCROSS, GA 30071				
	Phone: 678-427-6450		Email: SPLASHFESTIVALS@GMAIL.COM		
Sign Description	Location Address	Start/End	Material	Size (sf)	Quantity
	SEE ATTACHED SCHEDULE				
Use additional sheets for sign descriptions as necessary				Total	
Property Owner/Agents' permission to install and maintain signs? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
Sign Contractor	Will contractor install sign? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Occupational Tax Certificate #: 2512		
	Company Name: SIGNS NOW PERIMETER				
	Contact Name: RICHARD SCARPA				
	Address: 6095 BARKFIELD ROAD, SUITE 120, ATLANTA, GA 30328				
	Phone: 770-352-0805		Fax: 770-352-0807		Email: INFO@SIGNSNOWPERIMETERNDLTH.COM
Signature	I hereby certify that all information provided herein is true and correct and I acknowledge compliance with all requirements of the City of Dunwoody Zoning and Sign Ordinance and/or the provisions regarding Special Events. If any information is found to be false or misrepresented, the permit will be deemed invalid. I agree to indemnify and hold the city harmless from all damages, demands or expenses of every character which may in any manner be caused by the sign or sign structure.				
	Applicant's Name: CINDY FLYNN				
	Applicant's Signature: 				Date: 1-17-12





Saturday, May 8  
10am–7pm

Sunday, May 9  
12:30 – 6pm

Chamblee–Dunwoody Road  
Dunwoody Village

Free Admission

ADVERTISING BANNER



Saturday, May 8 • 10am–7pm  
Sunday, May 9 • 12:30 – 6pm

## NOTICE

Chamblee–Dunwoody Road  
between Mt Vernon and  
Dunwoody Village Parkway  
will be CLOSED

Friday, May 7 at 11pm  
until

Sunday, May 9 at 10pm

Please visit

[www.DunwoodyArtFestival.com](http://www.DunwoodyArtFestival.com)  
For complete details and map

INFORMATION BANNER

Dunwoody Art Festival Temporary Directional Signs for Permit Application January 17, 2012

ALL SIGNS ARE COROPLAST AND 18x24" unless otherwise indicated.

Address	Business	QTY	SIZE	DURATION
1445 Mt. Vernon Road	Dunwoody Baptist Church	1	18x24"	5/11 - 5/13
4931 Ashford Dunwoody Rd.	Storage Unlimited	1	18x24"	5/11 - 5/13
200 Ashford Ctr. North	200 Ashford Ctr.(Transwestern)	2	18x24"	5/11 - 5/13
100-346 Ashford Circle	Ashford Condos	1	18x24"	5/11 - 5/13
Dunwoody Vlg. Way/C/D Rd	Ashworth Condos	2	18x24"	5/11 - 5/13
5375 Chamblee Dunwoody Rd.	AT&T	1	18x24"	5/11 - 5/13
5123 Chamblee Dunwoody Rd	Atlanta North School	1	18x24"	5/11 - 5/13
5067 Chamblee Dunwoody Rd.	Calvary Assembly of God	1	18x24"	5/11 - 5/13
1405 Womack	AT&T	1	18x24"	5/11 - 5/13
5455 Chanblee Dunwoody Rd.	Farmhouse	1	18x24"	5/11 - 5/13
1725 Mt. Vernon Rd.	RBC Bank	1	18x24"	5/11 - 5/13
1636 Mt. Vernon Rd.	BB&T Bank	1	18x24"	5/11 - 5/13
1660 Mt. Vernon Rd.	Wells Fargo Bank	1	18x24"	5/11 - 5/13
1720 Mt. Vernon Rd.	Dunwoody Atlanta Printing	1	18x24"	5/11 - 5/13
1730 Mt. Vernon Rd.	Ackerman - Frank Farrell	1	18x24"	5/11 - 5/13
1742 Mt. Vernon Rd.	Chris Dunden	1	18x24"	5/11 - 5/13
1530-1536 Dunwoody Vlg. Pkwy	Dunwoody Village Ct.	2	18x24"	5/11 - 5/13
1400-1420 Dunwoody Vlg. Pkwy	Dunwoody Village Plaza	3	18x24"	5/11 - 5/13
1449 Dunwoody Vlg. Pkwy	Signature Bank	1	18x24"	5/11 - 5/13
1333 Dunwoody Vlg. Pkwy	Goodyear	1	18x24"	5/11 - 5/13
1300 Dunwoody Vlg. Pkwy	RBC Bank	1	18x24"	5/11 - 5/13
5575 Chamblee Dunwoody Rd.	Mellow Mushroom	1	18x24"	5/11 - 5/13
5550 Chamblee Dunwoody Rd.	Publix	2	18x24"	5/11 - 5/13
5321 Fairfield(on C/D Rd. and Roberts	Fairfield Subdivision	2	18x24"	5/11 - 5/13
5544 Dunwoody Vlg. Pkwy	Drycleaners	1	18x24"	5/11 - 5/13








5506 Chamblee Dunwoody Rd.	Bank of North Ga	1	18x24"	5/11 - 5/13
5482-5510 Chamblee Dunwoody	Shops of Dunwoody	3	24x30"	5/11 - 5/13
5571 Chamblee Dunwoody Rd.	Ironstone Bank	21	18x24"	5/11 - 5/13
Along Primrose Rd.	Drive from Nandina to SOD	16	18x24"	5/11 - 5/13
5450 Chamblee Dunwoody Rd.	Veterinary Clinic	2	18x24"	5/11 - 5/13
Dunwoody Village Shopping Center		1	18x24"	5/11 - 5/13
Dunwoody Village Shopping Center		1	2x3 banner	5/11 - 5/13
Dunwoody Village Shopping Center		45	18x24	5/11 - 5/13
Dunwoody Village Shopping Center	(Kidz Zone)	1	2x3 banner	5/11 - 5/13
Dunwoody Village Shopping Center	(Crier)	1	3x8 banner	5/11 - 5/13
On Chamblee Dunwoody Road	City of Dunwoody	2	30x40"	5/11 - 5/13
On Chamblee Dunwoody Road	City of Dunwoody	1	2 x 3 banner	5/11 - 5/13

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See Map of Information/Road Closing Banners	Ironstone Bank	1	3x6 banner	4/27-5/14
See Map of Information/Road Closing Banners	BP	1	3x6 banner	4/27-5/14
See Map of Information/Road Closing Banners	Farmhouse	1	3x6 banner	4/27-5/14
See Map of Information/Road Closing Banners	Suntrust	1	3x6 banner	4/27-5/14
See Map of Information/Road Closing Banners	Publix	1	3x6 banner	4/27-5/14
See Map of Information/Road Closing Banners	Regions Bank	1	3x6 banner	4/27-5/14
See Map of Information/Road Closing Banners	Ashford Dunwoody at Mt. Vernon	1	3x6 banner	4/27-5/14

See Map of Information/Road Closing Banners	EC Streamjet	1 3x6 banner	4/27-5/14
See Map of Information/Road Closing Banners	Bank of N GA	1 3x6 banner	4/27-5/14

**Legend**

-  Informational Signs Permitted By Code
-  Informational Signs Permitted by Admin Guidelines
-  Banners Permitted By Code
-  Banners Permitted By Admin Guidelines
-  Banners Not Addressed By Code/Admin Guidelines



0 125 250 500 750 1,000 Feet

