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Dunwoody, Georgia 30346
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dunwoodyga.gov

To: Honorable Mayor and City Council

From: Michael Tuller, AICP, Community Development Director

Date: December 13, 2010

Subject: Additional Signage Request □ Tartan Trot 5K & 10K Road Race

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.

DISCUSSION:

The Tartan Trot 5K & 10K Race has made application to the City of Dunwoody a request for additional event signage for the Tartan Trot Road Race taking place on January 29, 2011 at St. Luke's Presbyterian Church on Mt. Vernon Road. The Sign Ordinance currently allows the event producer to apply for only two banners. On October 5, 2010 the event producer submitted a request for additional signage related to the event, as detailed in their attached Special Event Application. In particular, the Tartan Trot organizers are seeking forty (40) various race parking directional signs and two (2) parking closed signs as part of their application request.

Additionally, following this memorandum, please find the Administrative Guidelines for Special Event Signage and the basic event information excerpted from the Tartan Trot 5K & 10K Road Race Special Event Permit Application.

RECOMMENDATION

As this request for additional signage follows the City's guidelines for special event signage, staff recommends approving this request.

Ken Wright Mayor

Denis Shortal City Council Post 1
Adrian Bonser City Council Post 2
Doug R. Thompson City Council Post 3

Robert Wittenstein City Council Post 4
Danny Ross City Council Post 5
John Heneghan City Council Post 6

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:	Tartan Trot 5K / 10K		
	Type of Event:	<input checked="" 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 -		
Event Details	Purpose of Event:	Fundraiser For St. Luke's Outreach		
	Location of the Event (street address):	1978 Mt. Vernon Rd. Dunwoody, GA 30338		
	Date/Duration of Event, From:	Jun. 29, 2011	To:	
	Actual Event Hours:	7:30 a.m. / p.m.	Until:	10:00 a.m. / p.m.
	Setup / Assembly Date:	Jun. 29	Start Time:	6:00 a.m. / p.m.
	Dismantle Date:	Jun. 29	Completion Time:	10:00 a.m. / p.m.
Required Attachments	Projected Event Attendance:	600 - 1000		
	Required Overall Site Plan – attached?	(yes) / no		
	Required Schedule of Proposed Activities – attached?	(yes/no)		
	Required First Aid / Medical Support Plan – attached?	(yes) / no		
	Required Waste Disposal Facilities and Control Plan – attached?	(yes) / no		
	Required Restroom Facilities Plan – attached?	(yes) / no		
	Required Traffic and Crowd Control Plan – attached?	(yes) / no		
If Applicable, Additional Requirements	Required Parking Plan – attached?	(yes) / no		
	Required Proof of Notification of Neighboring Residences and Businesses – attached?	(yes) / no		
	Will temporary structures, such as tents, a stage, or stationary vehicles, be part of the event?	(yes) / (no)		
	<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?	(yes) / no		
	<i>If yes, please fill out and attach the Temporary Sign Permit Application.</i>			
	Will the event occur on private property?	(yes) / (no)		
	<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?	(yes) / no		
<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?	(yes) / no			
<i>If yes, please attach description of any equipment or devices.</i>				
Will the event include the use or sale of fireworks?	(yes) / (no)			
<i>Fireworks are not permitted without approval from the DeKalb County Fire Department.</i>				
Will the event include the consumption or sale of alcohol?	(yes) / (no)			
<i>If yes, event sponsors must be in compliance with Chapter 4, Alcoholic Beverage Ordinance.</i>				

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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:	Marty Whitcomb
	Company:	St. Luke's Presbyterian Church
	Address:	670 Bittersweet Trail Atlanta, GA 30350
	Phone:	678-662-6421
Event Sponsor	Email:	marty@acapella-design.com
	Company:	St. Luke's Presbyterian Church
	Contact:	Marty Whitcomb - Event Director
	Address:	1978 Mt. Vernon Rd. Dunwoody, GA 30338
	Phone:	770-393-1424
	Email:	www.slpres.org
	Does Event Sponsor have a business license? (yes / no)	
Property Owner	If yes, please attach a copy of business license. church	
	Owner's Name:	St. Luke's Presbyterian Church
	Owner's Address:	1978 Mt. Vernon Rd. Dunwoody, GA 30338
	Phone:	770-393-1424
	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
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Name of Event: Tartan Trot 5K/10K

Brief Description of Event: 5K/10K Road Race

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: M Whitcomb

Sworn and Attested before me on this 5 day of October, 2010.

Notary Signature: Matt Taheri



Staff Use Only

Application Received:	Event Date:
Permit #:	CD Processed By:
FA Processed By:	PW Processed By:
PD Processed By:	FD Approved Date:
Approved/Denied By:	Approved/Denied Date:
Application Fee:	Fees Paid Date:
Process Completed:	Permit Expiration Date:

Overall Site Plan:

St. Luke's Presbyterian "Tartan Trot 5K/10K Run/Walk" will begin on Mt. Vernon Road in front of St. Luke's Presbyterian Church. The finish will be in the St. Luke's parking lot off Manhasset. All participants will gather in the church parking lot prior to the start of the race. No additional structures will be needed.

The 5K Course Description: Start on Mt. Vernon Road just east of Vermack Rd. and head toward Dunwoody Village. Make a right on Dunwoody Parkway, right onto Chamblee Dunwoody Rd., right on Wyntercreek Rd., right on Meadowcreek, left onto Meadowcreek Drive, right on Mt. Vernon Way, Left Manhasset Cove, Right on Manhasset Drive and right into parking lot of St. Luke's just before you get to Mt. Vernon Rd.

The 10K Course Description: Start on Mt. Vernon Rd in front of the church and head toward Dunwoody Village, take a right on Dunwoody Pkwy, right on Chamblee Dunwoody Rd....continue straight as it changes to Roberts Drive, take a right on Dunwoody Club Drive, right on Jett Ferry, right on Mt. Vernon Rd, left on Manhasset and left into parking lot of church.

Schedule of Events:

The 5K/10K will begin promptly at 8:30am. I anticipate the event being completed by 9:30am. Any slow runners/walkers will go onto sidewalk on Mt. Vernon Rd. at 9:30am.

First Aid/Medical Support Plan:

There will be several Registered Nurses on the St. Luke's premises for the event. All race course volunteers will carry cell phones and activate 911 if needed.

Waste Disposal:

All trash on the course will be cleaned immediately by volunteers and taken to St Luke's.

Restroom Plan:

St.Luke's will have 10 inside restrooms and we will rent 2-4 portable toilets if needed. Toilets will be located in St. Luke's Parking lot.

Crowd and Traffic Control:

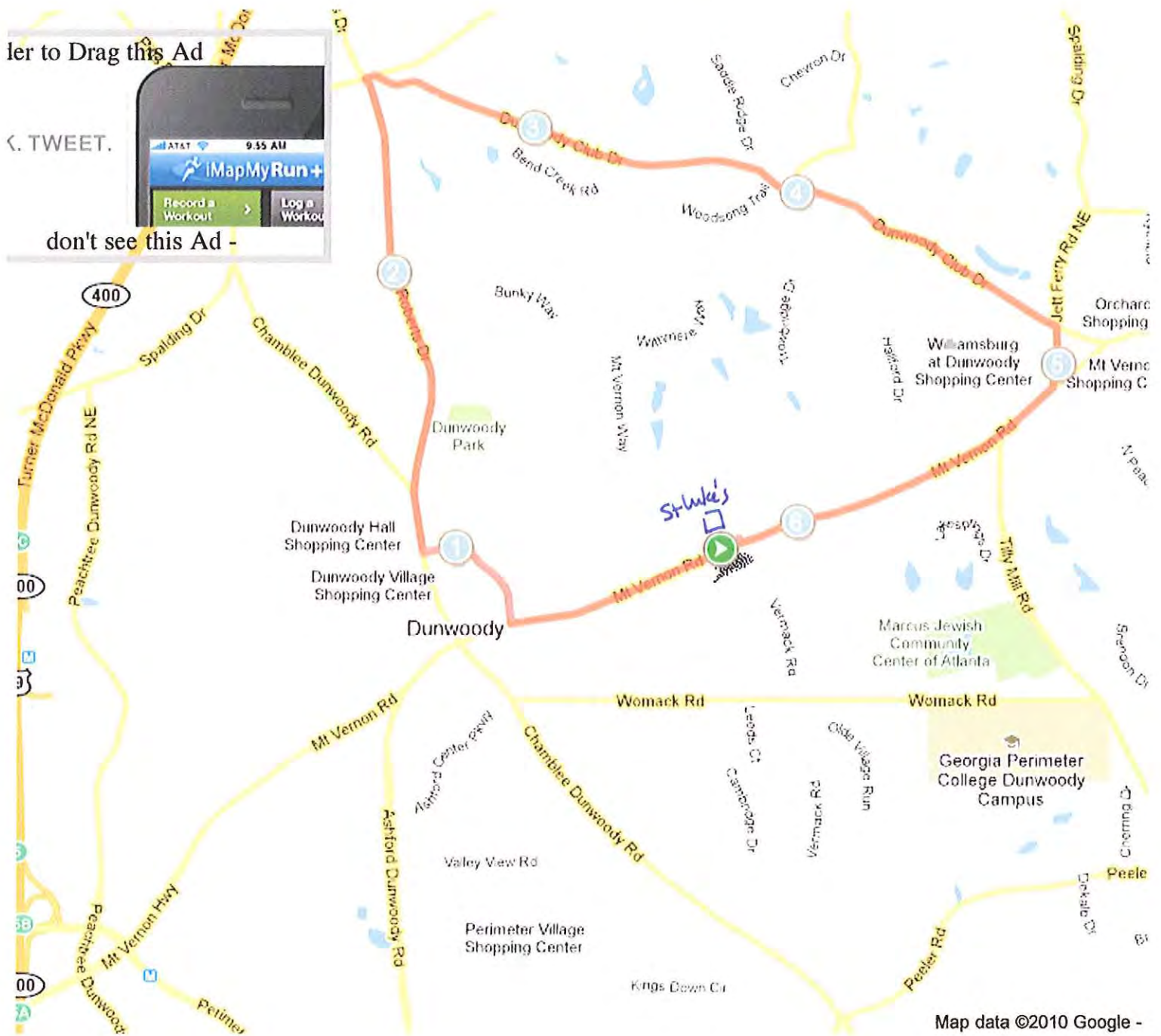
The Parking Plan is attached. Traffic control will be handled by off duty police officers and course volunteers. The traffic on Mt. Vernon Rd. will be held for the start of the race. Once the crowd of runners narrows down, only the right lane will be used for the race/walk. Then rolling road blocks as needed will be managed by volunteers/police officers. The entire course will be coned for a visual awareness.

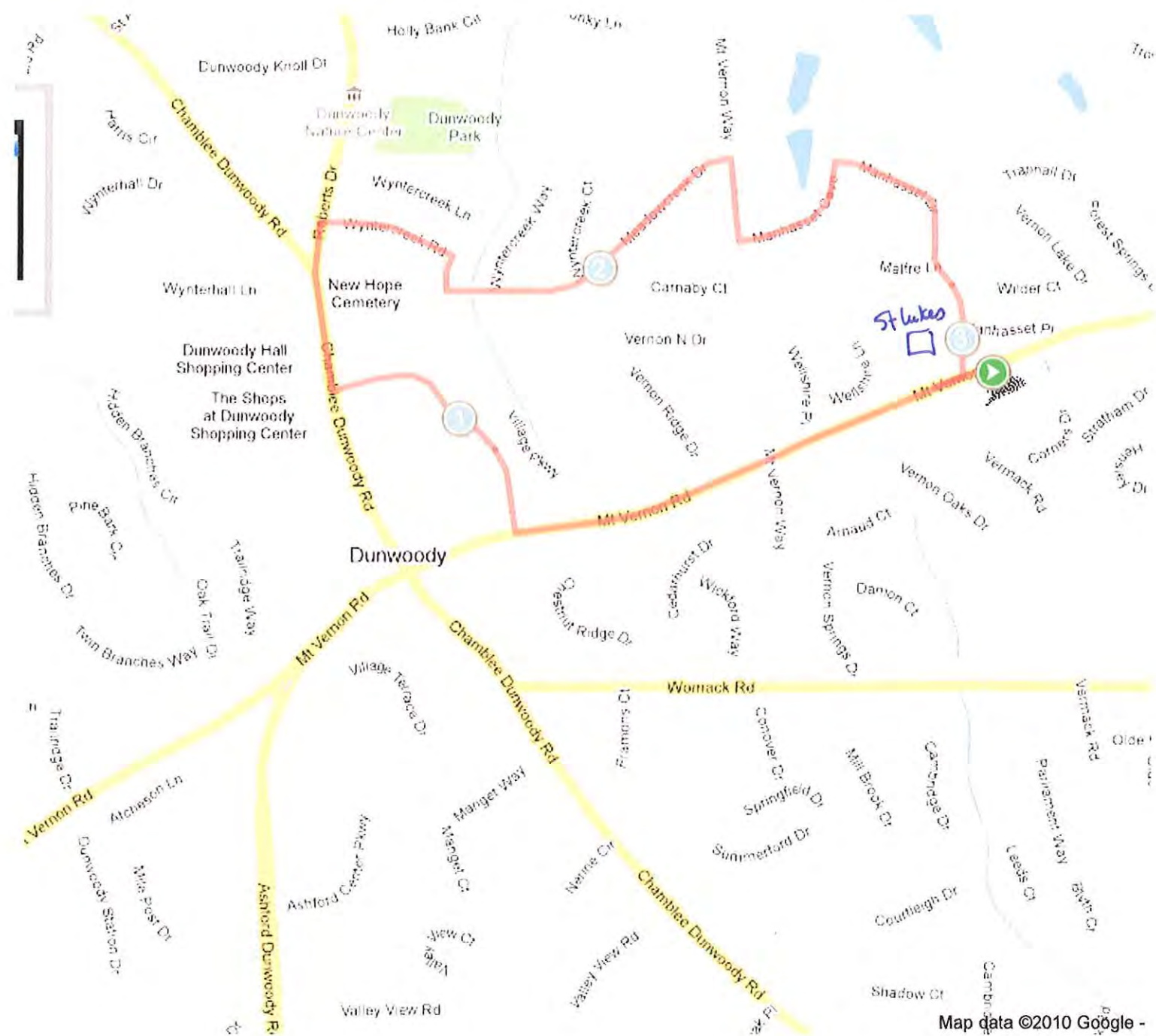
Proof of Notification of Neighboring Residences and Businesses:

The race committee will post signs 6 days in advance along the race course to inform residents to expect traffic delays.

Sound Equipment: There will be a small amplification system used at the start line.

Signage: Small mike marker signage will be on race courses during event.





PARKING PLAN – 2011 TARTAN TROT -- Draft of September 16, 2010

“PARK ‘N TROT”**Key:**

Blue = Designated parking areas

Green = Shuttle bus route

Summary:

Early parkers are allowed to park at church.

Shuttles begin running from Trot Lots 1 and 2 (Dunwoody Village) at 6:45 a.m. Signs at nearby intersections and at church direct runners to “RACE PARKING” with arrows in the appropriate direction.

Number of shuttles: At least two; three or four if possible, depending upon how many people they can accommodate.

Shuttles are not on a designated schedule; will fill with runners and proceed to church for drop off once full or at least half full.

Attendants at Trot Lot 3 (across from Dunwoody Village) to direct cars to Trot Lots 1 and 2 until full; Trot Lot 3 to be last one filled (essentially used as back-up)

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Parking attendants at Trot Lots will direct runners into a single shuttle until it is full, and then send that shuttle on to church for drop off. Shuttle departures to be staggered so that there is always at least one shuttle at or near the Trot Lots to load passengers, and so that wait times are minimized.

As soon as church parking is full, and no later than 7 a.m., attendants raise signs at church reading "PARKING LOT CLOSED" and "RACE PARKING AT DUNWOODY VILLAGE" with arrows directing parkers down Mt. Vernon Road. Attendants also will put up barricades at church entrances on Mt. Vernon Rd. and Manhasset Dr. Parking attendants at Mt. Vernon entrance will remove barricades for shuttles to enter the parking area, drop off runners, and turn around to return to the Trot Lots.

When race begins, shuttles may continue bringing runners to church, but route will avoid the race course on Mt. Vernon, using Womack Road to Manhasset Dr., with drop-off at Vanderlyn Drive (to allow shuttle to turn around and return to Trot Lots).

Shuttle service to commence passenger pick up in front of church on the Mt. Vernon side (same as drop off area) upon race completion.

Parking attendants:

Church Parking

Supervisor

Two attendants at the Mt. Vernon entrance

One attendant at the Manhasset entrance

Trot Lots

Supervisor

Two attendants at Trot Lot 1

Two attendants at Trot Lot 2

Two attendants at Trot Lot 3

Communications via walkie-talkie used by the following:

Race coordinator (Marty, Julie and/or Mary)

Parking coordinator (Bob)

Church Parking Supervisor

Trot Lot Supervisor

One attendant at Trot Lot 3

Signs Needed (all with Tartan Trot logo):

10 -- RACE PARKING (with directional arrow pointed to the RIGHT)

10 -- RACE PARKING (with directional arrow pointed to the LEFT)

10 -- RACE PARKING Straight Ahead

5 – RACE PARKING HERE

5 -- RACE PARKING AT DUNWOODY VILLAGE (with directional arrow pointed to the LEFT)

2 – PARKING LOT CLOSED



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.