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## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Mike Tuller

**Date:** March 14, 2011

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

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### **ITEM DESCRIPTION**

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 Art Festival has made application to the City to hold their event on May 8-9 in Dunwoody Village. The Sign Ordinance currently allows the event producer to apply for an aggregate of 32 square feet of standard informational signage per lot (with no one sign greater than 6 square feet). The event producer has submitted a request for additional signage for the event as detailed in the attached site map. Additionally, following this memorandum, please find the Administrative Guidelines for Special Event Signage and Advertising and the basic event information excerpted from the Dunwoody Art Festival Special Event Permit Application.

### **BACKGROUND**

The applicant proposes to erect a total of 172 signs, 80 of which are not permitted by right pursuant to the sign ordinance. Of those, all but six comply with the Administrative Guidelines.

### **RECOMMENDED ACTION**

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 does not support the additional six signs that fall outside the limits of the Administrative Guidelines.

## Special Event Sign Permit Application

Special Event	Event Name: <u>DUNWOODY ART FESTIVAL</u>					
	Contact Name: <u>CINDY FLYNN</u>					
	Contact Address: <u>17 N. PEACHTREE ST., NORCROSS, GA 30071</u>					
	Phone: <u>678-427-6450</u>			Email: <u>SALASHFESTIVALS@GMAIL.COM</u>		
Sign Description	<b>Location Address</b>	<b>Start/End</b>	<b>Material</b>	<b>Size (sf)</b>	<b>Quantity</b>	
	<u>SEE ATTACHED</u>	<u>5/6-5/8</u>	<u>SEE LIST</u>	<u>SEE LIST</u>	<u>SEE LIST</u>	
Use additional sheets for sign descriptions as necessary				<b>Total</b>		
Property Owner/Agents' permission to install and maintain signs? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <u>2515</u>						
Sign Contractor	Will contractor install sign? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Occupational Tax Certificate #: <u>2512</u>			
	Company Name: <u>SIGNS NOW</u>					
	Contact Name: <u>RICHARD SCARPA</u>					
	Address: <u>6095 BARFIELD RD., #124 ATLANTA, GA 30328</u>					
Signature	Phone: <u>770-352-0805</u>		Fax: <u>770-352-0807</u>		Email: <u>RSCARPA@BELLSOUTH.NET</u>	
	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: <u>CINDY FLYNN</u>					Date: <u>3-1-11</u>
Applicant's Signature: <u>[Signature]</u>						

Dunwoody Art Festival Temporary Directional Signs for Permit Application March 1, 2011  
ALL SIGNS ARE COROPLAST AND 18x24" unless otherwise indicated.

Address	Business	QTY	SIZE	DURATION
1445 Mt. Vernon Road	Dunwoody Baptist Church	1	18x24"	5/6-5/8
4931 Ashford Dunwoody Rd.	Storage Unlimited	1	18x24"	5/6-5/8
200 Ashford Ctr. North	200 Ashford Ctr.(Transwestern)	2	18x24"	5/6-5/8
100-346 Ashford Circle	Ashford Condos	1	18x24"	5/6-5/8
Dunwoody Vlg. Way/C/D Rd	Ashworth Condos	2	18x24"	5/6-5/8
5375 Chamblee Dunwoody Rd.	AT&T	1	18x24"	5/6-5/8
5123 Chamblee Dunwoody Rd	Atlanta North School	1	18x24"	5/6-5/8
5067 Chamblee Dunwoody Rd.	Calvary Assembly of God	1	18x24"	5/6-5/8
1405 Womack	AT&T	1	18x24"	5/6-5/8
5455 Chanblee Dunwoody Rd.	Farmhouse	1	18x24"	5/6-5/8
1725 Mt. Vernon Rd.	RBC Bank	1	18x24"	5/6-5/8
1636 Mt. Vernon Rd.	BB&T Bank	1	18x24"	5/6-5/8
1660 Mt. Vernon Rd.	Wells Fargo Bank	1	18x24"	5/6-5/8
1720 Mt. Vernon Rd.	Dunwoody Atlanta Printing	1	18x24"	5/6-5/8
1730 Mt. Vernon Rd.	Ackerman - Frank Farrell	1	18x24"	5/6-5/8
1742 Mt. Vernon Rd.	Chris Dunden	1	18x24"	5/6-5/8
1530-1536 Dunwoody Vlg. Pkwy	Dunwoody Village Ct.	2	18x24"	5/6-5/8
1400-1420 Dunwoody Vlg. Pkwy	Dunwoody Village Plaza	3	18x24"	5/6-5/8
1449 Dunwoody Vlg. Pkwy	Signature Bank	1	18x24"	5/6-5/8
1333 Dunwoody Vlg. Pkwy	Goodyear	1	18x24"	5/6-5/8
1300 Dunwoody Vlg. Pkwy	RBC Bank	1	18x24"	5/6-5/8
5575 Chamblee Dunwoody Rd.	Mellow Mushroom	1	18x24"	5/6-5/8
5550 Chamblee Dunwoody Rd.	Publix	2	18x24"	5/6-5/8
5321 Fairfield(on C/D Rd. and Roberts	Fairfield Subdivision	2	18x24"	5/6-5/8
5544 Dunwoody Vlg. Pkwy	Drycleaners	1	18x24"	5/6-5/8

5506 Chamblee Dunwoody Rd.	Bank of North Ga	1	18x24"	5/6-5/8
5482-5510 Chamblee Dunwoody	Shops of Dunwoody	33	18x24"	5/6-5/8
5571 Chamblee Dunwoody Rd.	Ironstone Bank	21	18x24"	5/6-5/8
Along Primrose Rd.	Drive from Nandina to SOD	16	18x24"	5/6-5/8
5450 Chamblee Dunwoody Rd.	Vertinary Clinic	2	18x24"	5/6-5/8
Dunwoody Village Shopping Center		4	2x3 banner	5/6-5/8
Dunwoody Village Shopping Center		46	18x24	5/6-5/8
On Chamblee Dunwoody Road	City of Dunwoody	2	30x40"	5/6-5/8
5571 Chamblee Dunwoody Rd.	Ironstone Bank	1	3x6 banner	4/23-5/9
5418 Chamblee Dunwoody Rd	BP	1	3x6 banner	4/23-5/9
5455 Chamblee Dunwoody Road	Farmhouse	1	3x6 banner	4/25-5/9
1710 Mount Vernon Rd	Suntrust	1	3x6 banner	4/25-5/9
5550 Chamblee Dunwoody Rd.	Publix	1	3x6 banner	4/25-5/9
1457 Mount Vernon Rd	Regions Bank	1	3x6 banner	4/25-5/9
See Map of Information/Road				
Closing Banners	Ashford Dunwoody at Mt. Vernon	1	3x6 banner	4/25-5/9
Ashford Dunwoody	EC Streamjet	1	3x6 banner	4/25-5/9
5506 Chamblee Dunwoody Rd.	Bank of N GA	1	3x6 banner	4/25-5/9
4891 Ashford Dunwoody Rd	Life South	1	3x6 banner	4/25-5/9
2458 Mount Vernon Road	NY Butcher Shoppe	1	3x6 banner	4/25-5/9
5323 Roberts Dr	Fire Station	1	3x6 banner	4/25-5/9
4600 Ashford Dunwoody Rd	Fidelity	1	3x6 banner	4/25-5/9
4720 Chamblee Dunwoody Road	Thelen Design Build	1	3x6 banner	4/25-5/9
4675 N Shallowford Rd	Medicine Shoppe	1	3x6 banner	4/25-5/9

Total 172

Location shown on Advertizing Banners map



# LEGEND

- # Signs allowable by right
- # Signs allowable per administrative guidelines
- # Signs not allowed in any provision



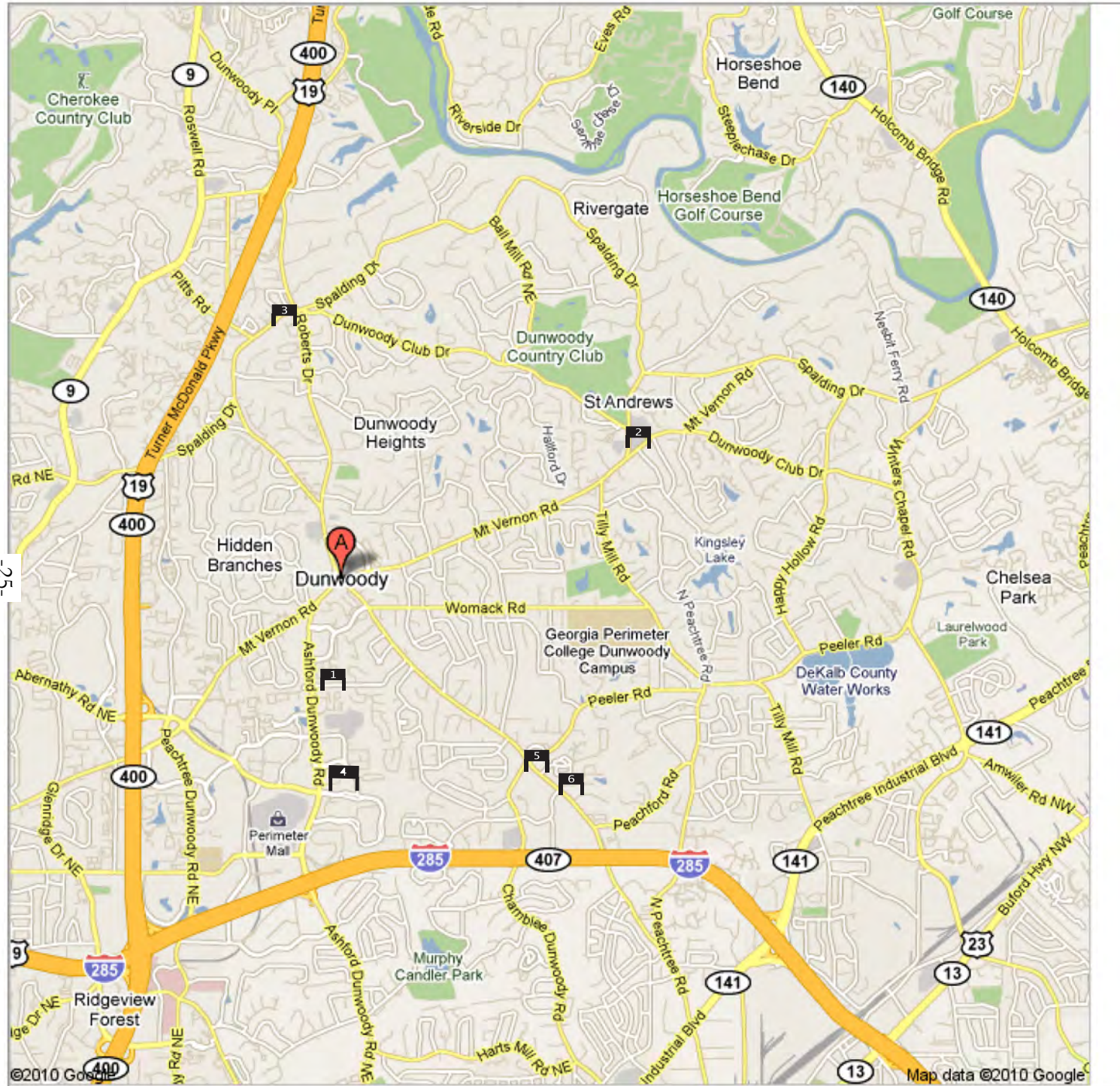
1 P 1  
PHOTO: \_\_\_\_\_  
1

This map was prepared from an aerial photograph. It is not a survey and should not be used for legal purposes. DeKalb County is not responsible for the accuracy of information shown herein.

LAND DIST.	LAND LOT
18	366
DATE: 10/17/2009	SCALE: 1"=200'

DEKALB COUNTY, GA.





## Advertising Banners Utilizing Businesses

- 1** LifeSouth
- 2** Butcher J/F & Mt Vernon
- 3** Firestation
- 4** Fidelity Bank A/D
- 5** Thelen C/D & Peeler
- 6** Medicine Shop C/D & Peeler



# 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.