
MEMORANDUM

To: Mayor and City Council

From: Mike Tuller

Date: March 28, 2011

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

ITEM DESCRIPTION

Dunwoody Art Festival has made application to the City to hold their event on May 8-9 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 172 signs, 88 of which are not permitted by right pursuant to the sign ordinance. Of those, all but five comply with the Administrative Guidelines. The attached map identifies three different colors: the number inside the green boxes identifies the number of requested 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. Included in those green-colored signs are the banners to be placed outside the Village. Six of those banners are identified on the map titled "Advertising Banners Utilizing Businesses" and are noted on the side of the chart in grey.

Those signs that are identified in yellow are suggested to be approved per the administrative guidelines, but are beyond what is allowed by right. If it the intention of Mayor and Council to allow all yellow-colored signs, a vote will be required to approve the additional 83 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 for one of two reasons: the number of standard informational signs for the Shops of Dunwoody is exceeded (per the Administrative Guidelines), which accounts for three of the red signs, and the other two red signs 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 five signs, a vote for the additional five 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 83 of the signs in accordance with the administrative guidelines, as well as any of the additional five would need to be approved. The applicant is seeking approval for all 88 yellow and red signs.



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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 five 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	Location Address	Start/End	Material	Size (sf)	Quantity	
	<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					Total	
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>						

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 Chamblee 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	10	18x24"	5/6-5/8
5482-5510 Chamblee Dunwoody	Shops of Dunwoody	20	18x24"	5/6-5/8

5482-5510 Chamblee Dunwoody	Shops of Dunwoody	3	18x24"	5/6-5/8
5571 Chamblee Dunwoody Rd.	Ironstone Bank	10	18x24"	5/6-5/8
5571 Chamblee Dunwoody Rd.	Ironstone Bank	11	18x24"	5/6-5/8
Along Primrose Rd.	Drive from Nandina to SOD	10	18x24"	5/6-5/8
Along Primrose Rd.	Drive from Nandina to SOD	6	18x24"	5/6-5/8
5450 Chamblee Dunwoody Rd.	Veterinary Clinic	2	18x24"	5/6-5/8
Dunwoody Village Shopping Center		4	2x3 banner	5/6-5/8
Dunwoody Village Shopping Center		10	18x24	5/6-5/8
Dunwoody Village Shopping Center		36	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
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

Outside range of DVOD map--
shown on "Advertising Banners" map

Total Green	84
Total Yellow	83
Total Red	5
Total	172

LEGEND

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

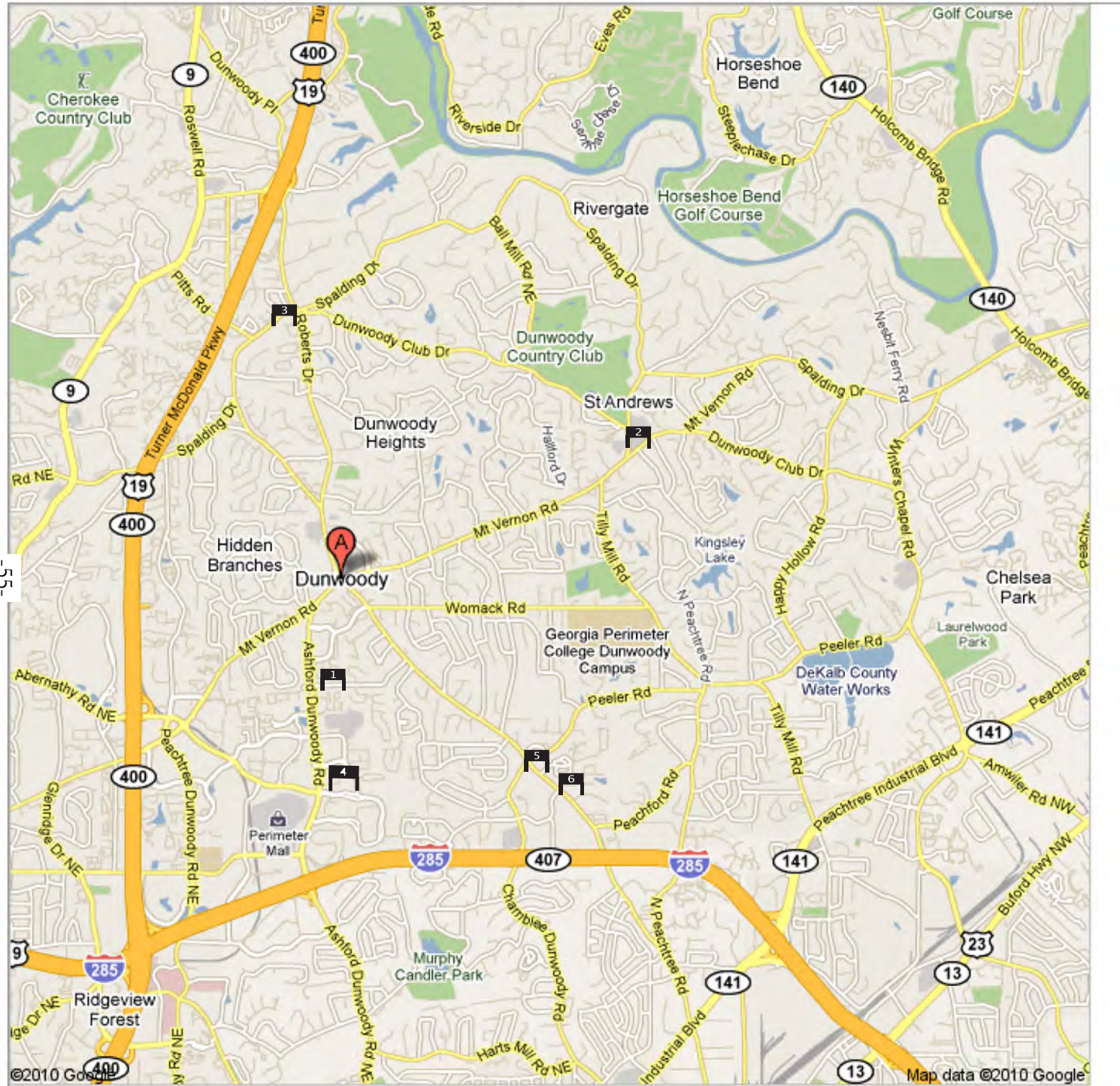


PHOTO: _____

This map was prepared from an aerial photograph. It is not a survey and should not be used for the purpose of determining boundaries or for the purpose of determining the location of any structure or other improvement.

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

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.