
MEMORANDUM

To: Mayor and City Council

From: Howard Koontz

Date: 5/23/2011

Subject: **Special Event Signage for Magnolia Run**

ITEM DESCRIPTION

The event coordinator for the Magnolia Run, occurring on June 11, 2011, has made application to the City for signs larger than the size restrictions of the ordinance to be placed at Perimeter Mall, 4400 Ashford Dunwoody Road. Per the terms of Chapter 26, Section 26-275, the applicant is required to receive approval from Mayor and City Council to erect the additional signs. The attached application and spreadsheet describe the requested signs and indicate which types of signs are permitted by right, which are recommended based on the administrative guidelines, and which are not permitted according to any provision. The reason each type is not allowed per the specified document is identified in the subsequent column. The N/A designation notes that the sign complies with the requirements of either the Ordinance or Administrative Guidelines.

As discussed at the May 9 meeting, Mayor and City Council has the discretion to authorize the size of the "finish" sign to exceed the requirements of both the Sign Ordinance and the Administrative Guidelines.

RECOMMENDED ACTION

Staff recommends approval based on the administrative guidelines. All the signs comply with the administrative guidelines except the "FINISH" banners.



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

Special Event Sign Permit Application

Special Event	Event Name: <u>MAGNOLIA RUN 2011-5778</u>				
	Contact Name: <u>SKIP BREESEN</u>				
	Contact Address: <u>RACING SOLUTIONS P.O. Box 468206 ATLANTA, GA 31146</u>				
	Phone: <u>770-518-8002</u> cell <u>404-790-6161</u> Email: <u>RACINGSOLUTIONS@BELLSOUTH.NET</u>				
Sign Description	Location Address	Start/End	Material	Size (sf)	Quantity
	<u>PERIMETER MALL PARKING LOT</u>				
	<u>4400 ASHFORD DUNWOODY ROAD</u>				
	<u>- PER ATTACHED</u>				
				Total	
<i>Use additional sheets for sign descriptions as necessary</i>					
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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Occupational Tax Certificate #:		
	Company Name: <u>N/A</u>				
	Contact Name:				
	Address:				
Phone:		Fax:	Email:		
Signature	<i>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.</i>				
	Applicant's Name: <u>SKIP BREESEN</u>				
	Applicant's Signature:			Date: <u>4/5/11</u>	

Signage	#	Size	Material	Location	Date	Allowed per	Reason?	Allowed per	Reason?
						Ordinance?		Admin. Guidelines?	
Race parking arrows	8	18"x24"	coroplast	entrances	6/11	yes, all	N/A	N/A	N/A
"Race Day Registration"	3	24"x18"	coroplast	parking lot	6/11	yes, 2	exceeds quantity	yes, all	N/A
"Race # Pick-up"	3	24"x18"	coroplast	parking lot	6/11	no	exceeds quantity	yes, all	N/A
Alphabet Letters	10	18"x24"	coroplast	parking lot	6/11	no	exceeds quantity	yes, all	N/A
"START" feather flags	2	2'x10'	polyester f	parking lot	6/11	no	exceeds quantity	yes, all	N/A
"FINISH" banners	2	3'x15'	vinyl	parking lot	6/11	no	exceeds size	no	exceeds size
Sponsor Banners	10	3'x8'	vinyl	parking lot	6/11	yes, 2	exceeds quantity	yes, all	N/A