
MEMORANDUM

To: Mayor and City Council

From: Steve Dush, AICP

Date: 4/9/2012

Subject: **Approval of Lemonade Days Signage Request**

ITEM DESCRIPTION

Heyward Wescott has made application to the City to hold Lemonade Days on April 18-22. The event producer has submitted a request for additional signage for the event as detailed in the attached application.

BACKGROUND

The applicant proposes to erect a total of 61 signs (indicated as 65 signs on the application), 7 of which are not permitted by right pursuant to the sign ordinance. Of those 7 signs, 5 do not comply with the Administrative Guidelines due to size restrictions.

The attached application identifies signs allowed by right in green, those allowed per the Administrative Guidelines in yellow, and those not permitted in either in red. Based on the Mayor and City Council's preference, all 7 of the signs require approval for permitting.

RECOMMENDED ACTION

Given the scale of this event, staff recommends approving additional signage pursuant to the attached City guidelines to allow for the orderly flow of event attendees and activities.



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: Lemonade Days					
	Contact Name: Heyward Wescott/Tom McGurk					
	Contact Address: P.O. Box 888658 Dunwoody, Georgia 30356					
	Phone: 404.395.5565			Email: hwescott@gmail.com		
Sign Description	Location	Address	Start/End	Material	Size (sf)	Quantity
	Dunwoody Farm House		4/4-4/23	banner	3x8	2
	Donaldson-Bannister Farm		4/4-4/23	banner	3x8	2
	Pole Banners (see map)		4/4-4/23	banner	2x4	22
	Welcome banner above main entrance to Brook Run inside park		4/16-4/23	banner	3x20	1
	Lemaonade Days dates on "Monolith"		4/16-4/23	banner	5x12	2
	Art Guide banner for entrance		4/16-4/23	banner	3x8	2
	sponsor banners		4/16-4/23	banner	3x10	2
	directional sign Restrooms, parking, dog park, Brad directionals, vendors etc...		4/16-4/23	coroplast	18"x24"	25
	A-Frame parking signs		4/16-4/23	coroplast	24"x36"	2
	electrical directional arrow sign for main entrance		4/16-4/23	backlit	48"x96"	1
	black text=outside of the park blue text=inside of the park					
	Use additional sheet s for sign descriptions as necessary					Total
Property Owner/Agents' permission to install and maintain signs? <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No						
Sign Contractor	Will contractor install sign? <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Occupational Tax Certificate #: 030476214			
	Company Name: Custom Signs Today					
	Contact Name: Heyward Wescott					
	Address: 455 Peachtree St.					
Signature	Phone: 404-853-5000		Fax: 404-853-5005		Email: signsatlanta@gmail.com	
	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: Heyward Wescott					
Applicant's Signature:					Date: 3*14*12	

