
MEMORANDUM

To: Mayor and City Council

From: Steve Dush

Date: 7/23/2012

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

ITEM DESCRIPTION

Skip Breeser has made application to the City to hold a Magnolia Run 5k event on August 25. The applicant has submitted a request for additional signage for the event.

BACKGROUND

The applicant proposes to erect a total of 53 signs, 41 of which are not permitted by right pursuant to the sign ordinance. Of those 41 signs, 31 comply with the Administrative Guidelines. The attached spreadsheet identifies three different colors: green identifies the signs that are allowable by right—they are shown for reference purposes as they are not a part of the applicant's additional sign request.

The 31 signs that are identified in yellow are suggested to be approved per the administrative guidelines. In order to permit the signs identified on the attached spreadsheet in yellow, a vote will be required to approve the additional 31 yellow signs.

The 10 signs that are identified in red do not comply with the administrative guidelines. Two exceed the size and eight are not an allowed sign type as they are an A-Frame design. In order to permit the signs identified on the attached spreadsheet in red, a vote will be required to approve the additional 10 red signs.


RECOMMENDED ACTION

Given the temporary nature of the signage, the type of event, that 31 of the 41 fully comply with the Administrative Guidelines, and of the ten that do not fully comply will not create a negative impact for the community, Staff recommends approval.



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

Special Event Sign Permit Application 2012-3648

Special Event	Event Name: <u>MAGNOLIA RUN 5K</u>				
	Contact Name: <u>SKIP BRESSEN</u>				
	Contact Address: <u>RACING SOLUTIONS LLC P.O. Box 468206 ATLANTA, GA 31146</u>				
	Phone: <u>770-518-8002</u>		Email: <u>RACINGSOLUTIONS@BELLSOUTH.NET</u>		
Sign Description	Location Address	Start/End	Material	Size (sf)	Quantity
	<u>PER ATTACHED</u>				
<i>Use additional sheets for sign descriptions as necessary</i>				Total	
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 BRESSEN</u>				
	Applicant's Signature: 				Date: <u>6/25/12</u>

Magnolia Run

Signage Plan

Signage	Quantity	Size	Material	Location	How Displayed	Sign put in place
Community Notice Signs	15	18" x 24"	coroplast	driveways and intersection	Real Estate Signs	week of the race
Race Parking - directional arrows	8	18" x 24"	coroplast	driveway entrances	A-frame sign holders	Race day
"Race Day Registration"	3	24" x 18"	coroplast	parking lot	on poles	Race day
"Race # Pick-up"	3	24" x 18"	coroplast	parking lot	on poles	Race day
Alphabet letter breakdown	4 to 10	18" x 24"	coroplast	parking lot	on poles	Race day
"START" feather flags	2	2' x 10'	polyester fabric	parking lot	free standing	Race day
"FINISH" banner	2	3' x 15'	vinyl banner material	parking lot	Overhead truss	Race day
Sponsor Banners	5 to 10	3' x 8'	vinyl banner material	parking lot	stapled to tables	Race day

Signage	#	Size	Material	Location	How Displayed	Sign put in place
Community Notice Signs	1	18"x24"	coroplast	Driveways and intersection	Real Estate Signs	week of the race
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Race Parking - directional arrows	1	18"x24"	coroplast	driveway entrances	A-frame sign holders	Race day
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