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**MEMORANDUM**

**To:** Mayor and City Council

**From:** Steve Dush, AICP

**Date:** 3/26/2012

**Subject:** **Discussion of Sprint for Cancer Special Event Signage Request**

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**ITEM DESCRIPTION**

Skip Breeser has made application to the City to hold a "Sprint for Cancer" event on April 21. 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 52 signs, 38 of which are not permitted by right pursuant to the sign ordinance. Of those 38 signs, all comply with the Administrative Guidelines. The attached map identifies two shapes—a circle representing a standard informational sign and a square representing a banner. The attached map also identifies two different colors: green identifies the 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.

The signs that are identified in yellow are suggested to be approved per the administrative guidelines, but are beyond what is allowed by right in terms of volume. In order to permit the signs identified on the attached map in yellow, a vote will be required to approve the additional 38 yellow signs.

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 38 of the signs in accordance with the administrative guidelines.

**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.

**NCR**  
**Sprint for Cancer**  
**Signage Plan**

Signage	Quantity	Size	Material	Location	How Displayed	Sign put in place
<b>City of Dunwoody:</b>						
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 15	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' or 20'	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
Mile Marks	7 to 9	18" x 24"	coroplast	along route	A-frame sign holders	Race day
<b>City of Sandy Springs:</b>						
Mile Marks	2	18" x 24"	coroplast	along route	A-frame sign holders	Race day

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**Legend**

-  Informational Signs Permitted By Code
-  Informational Signs Permitted by Admin Guidelines
-  Banners Permitted By Code
-  Banners Permitted By Admin Guidelines

