

41 Perimeter Center East, Suite 250 Dunwoody, Georgia 30346 P (678) 382-6700 F (678) 382-6701 dunwoodyga.gov

#### <u>MEMORANDUM</u>

**To:** Mayor and City Council

From: Steve Foote, AICP

**Date:** July 14, 2014

Subject: Discussion of AJC Dunwoody Wine Fest Enlarged Temporary Sign

Request

#### ITEM DESCRIPTION

The Atlanta Journal Constitution (AJC) is in the process of securing a special event permit to host the "AJC Dunwoody Wine Fest." As a function of that permit, the applicant is requesting signage that exceeds the maximum sign area as permitted in the Special Event Administrative Guidelines. The applicant will make additional sign requests that comply with these guidelines, so this application only reflects the request for an enlarged sign.

#### **BACKGROUND**

The applicant has submitted a special event sign permit application to erect a 4800 square foot mesh banner along the southern façade of the Atlanta Journal Constitution building, located at 223 Perimeter Center Parkway and zoned Office-Commercial-Residential conditional (OCRc). The sign is visible from Hammond Drive and portions of Perimeter Center Parkway and is proposed to be erected from September 2, 2014 until October 14, 2014. In addition to those signs already permitted by the Sign Ordinance, the Administrative Guidelines for Special Event Signage and Advertising authorize staff to permit oversized banners of up to 60 square feet for approved special events; therefore, the request is before City Council for review. The details of the request and renderings can be viewed in the attached application.

#### **RECOMMENDED ACTION**

Staff recommends the City Council consider the following criteria in the review of the request:

- a. The requested increase does not go beyond the minimum necessary to afford relief, and does not constitute a grant of special privilege inconsistent with the limitations upon other properties in the zoning district in which the subject property is located;
- The grant of the increase will not be materially detrimental to the public welfare or injurious to the property or improvements in the zoning district in which the subject property is located;
- c. The literal interpretation and strict application of the applicable provisions or requirements of this chapter/administrative guidelines would cause undue and unnecessary hardship; and
- d. The requested increase would be consistent with the spirit and purpose of this chapter/administrative guidelines and the city comprehensive plan text.



City of Dunw ly 41 Perimeter Center \_\_st Dunwoody, GA 30346 Phone: (678) 382-6800 Fax: (770) 396-4828

# **Special Event Sign Permit Application**

ial Event	Event Name: AJC Dunwoody Wine Fest								
	Event Date(include start and end dates): Saturday, October 11, 2014								
	Contact Name: John Levinson								
Special	Contact Address: 223 Perimeter Center Parkway, Atlanta, GA 30346-1301								
S	Phone: (404) 219-1958	Email: jl	om	,					
	Location Address		Start/End Date* *for signs	Material	Size (sf)	Quantity			
	223 Perimeter Center Parkway, Atlanta, GA 30346-1	301	09/02-10/14	Vinyl Mesh	4,800sf	1			
_	* - Requesting special approval from city council for	this							
Sign Description	oversized building banner to promote the festival. W								
scri	discussed with Michael Starling and Rebecca Keefer	, ,							
De 1	recommended we submit this special request for rev								
Sigr									
			(*)						
	Use additional sheets for sign descriptions as necessary. <b>Include the same</b> information as requested above.  Total 1								
	Property Owner/Agents' permission to install and maintain signs?   Yes  No								
70	Will contractor install sign? ☑ Yes ☐ No Occupational Tax Certificate #:								
Contractor	Company Name: TBD (Approval from Rebecca Keefer to submit prior to confirming contractor for install)								
ont	Contact Name: TBD (Approval from Rebecca Keefer to submit prior to confirming contractor for install)								
Sign C	Address: TBD (Approval from Rebecca Keefer to submit prior to confirming contractor for install)								
Sig	Phone: TBD (See Above) Fax: TBD (See Above) Email: TBD (See Above)								
Signature	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, including the forfeiture of the sign deposit if an accurate affidavit is not submitted within seven (7) days of the conclusion of the event. 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(s) or sign structure(s).								
	Applicant's Name: John Levinson								
	Applicant's Signature;				Date: June 23, 2014				
ff		Staff On	lly		. 1 00	- 111			
Staff	Received by: UB Decision:		ANAL NO.		Date: 1-25	5-14			
	Permit Number:	Date:							



June 24, 2014
Via Overnight Courier

John Levinson Atlanta Journal Constitution 223 Perimeter Center Parkway Atlanta, GA 30346-1301

RE:

2014 AJC Dunwoody Wine Fest

Approval of Signage

Dear John:

As requested, this letter is being transmitted to you for use in securing any necessary permits with the City of Dunwoody associated with the wine fest that the Atlanta Journal Constitution is planning for October 2014.

As an authorized representative of the ownership entity 223 Perimeter Center Parkway, we hereby confirm our approval of the enclosed signage in connection with the Atlanta Journal Constitution wine fest. We have approved installation of the banner signage to commence on September 1, 2014 and that the banner would be removed during the week of October 13<sup>th</sup>, 2014.

I can be reached at 617-854-6641 or <u>ilowenberg@gid.com</u> if you have any questions.

Thanks for all your assistance.

Sincerely,

Windsor at Convergence 223 LLC, a Delaware limited liability company

By:

Name:

Jeffrey J. Lowenberg

Title:

Vice President - Development Manager

Enclosure

·W#

BUY TICKETS AT ajcwinetest.com

OCTOBER 11, 2014

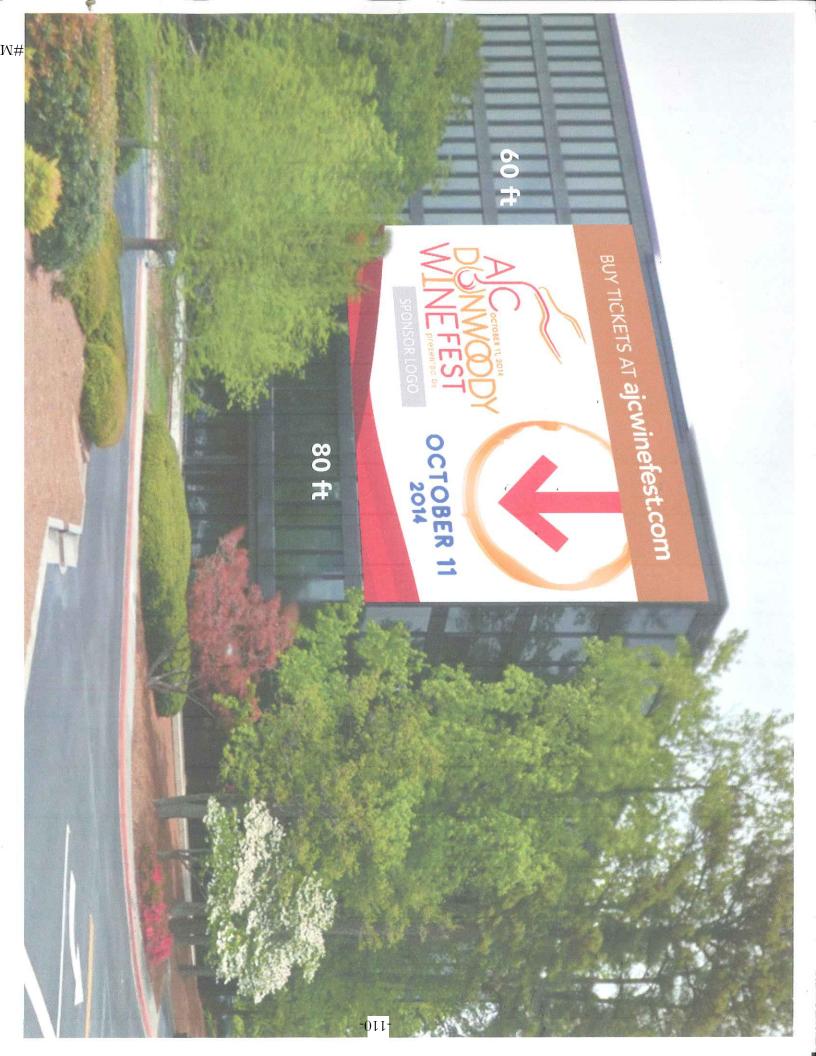
OCTOBER 11, 2014

OFFEST

Presented by

OCTOBER 1

SPONSOR LOGO





# Technical Data Sh\_et

8 oz. coated polyester scrim mesh banner material. This economical light weight material can be printed on one side and allows 37% air-flow through making it ideal for building, stadium and fence wraps.

#### **Material Details**

CHARACTERISTICS	TEST METHOD	METRIC	ENGLISH		
Support Cloth	DIN 60001	Polyester	Polyester		
Yarn dtex	DIN 53830	1100 x 1100 dtex	1000 x 1000 denier		
Type of Coating	N/A	PVC	PVC		
Total Weight	DIN EN ISO 2286-2	280 g/m <sup>2</sup>	8 oz/yd²		
Tensile Strength	ASTM D 751 :2006, C.R.E	1400 x 1400 N/5cm	160 x 160 lbs/in		
Tear Strength (warp/weft)	ASTM D 4830:1988 C.R.E	300 x 300 N/5cm	34 x 34 lbs/in		
Flame Resistance	DIN 75200	NFPA701, Title 19, CSM, ASTM E84			
Low Temperature (No Crack at:)	ISO 1876	-30° C	-22° F		
RF Weldable (Heat Sealable)	DIN 53354		Yes		
Air Permeability (200 Pascal)	ISO 9237	2650mm/sec			
Fungus Resistant	ASTM G21	Т	Treated		

## **Applications**

	Back-lit	Banner	Billboard	Blockout	Building Wrap	Display Systems	Truckside
Applications							

## **Ink Printability**

Solvent	Eco Solvent	UV	Latex	Screen Printing	Dye Transfer	Dye Direct

#### **Available Sizes**

English (inches)
126, 198

Key: ■ - Excellent 🗆 - Good

The information on physical and chemical characteristics is based upon tests believed to be reliable. The values are intended only as a source of information. A legally binding guarantee of specific properties is not to be inferred from our specifications. They are given without guaranty and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of this material for his/her specific purpose. (Data represents averages and is not intended for use as a specification.)



96-D Allen Boulevard Farmingdale, New York 11735-5626 USA Tel. +1 (631) 293-8944 Fax +1 (631) 293-8956 e-mail: info@govmark.com

Page 1

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Received: 09/02/2010	Completed: 09/13/2010	Letter: U1	her P.O.#:	4	Test Report #:		2-84462-1-
Client's Style:	: Ultramesh 100. Content:	Polyester. Finis	h: PVC. Weight: 10	0oz/yd².	End Use: Mesh Banners	& Signs.	
Tested For: Jaime	L. Giannantonio		Ke	y Test:	NFPA 701-2010 TM#2	Flat WL	490
	x Systems Inc.						
	issex Tpk., Bldg. #4				1-(973)-664-6724	Ext:	
Randol	ph, NJ 07869			Fax:	1-(973)-627-8506		
					PC:1H		
	NFPA 701 - Standard - Test Method #2 - F1			Flame	Propagation of Te	xtiles a	nd Films
SPECIMEN CONFIGU	JRATION: [x] Single	Layer; [ ]	Multi Layer				
RESULTS REPORTED	D: [ ] Initially [ ] After 3 dry ( [ ] After 5 laund		[] After		ours water leaching ours accelerated w		g
RESULTS:							
Length	Afterflame	Drip Bu	ırn	Char	Length		
Specimen #	(seconds)	(second	is)	(mm)			
					-		
1	0	0		140			
2	0	0		130			
3	0	0		160 120			
5	0	0		210			
6	0	0		110			
7	0	0		140			
8	0	0		160			
9	0	0		130			
10	0	0		200			
APPROXIMATE WEIG	GHT OF MATERIAL (as 1	measured by (	Govmark): 243	g/m²			
FAILURE CRITERIA	A: For each individ	ual specimen					
Afterflame	Dri	o Burn	Cha	r Lenç	jth		
Exceeds 2.0	seconds Exc	eeds 2.0 seco	onds Exc	eeds 4	35 mm (17.1")		
RETEST PROVISION	N: Test 5 additiona	l specimens i	if only 1 speci	men fa	ails.		
CONCLUSION: Bas	sed on the above Res	ults and Fail	lure Criteria,	the it	tem tested:		
<pre>[x] Passes;</pre>	[ ] Fails; [ ] Requ	uires testing	g of 5 addition	al spe	ecimens		
	I certify that the ures and equipment s						
Heather	9. Robeila						
AUTHORIZED SIGN	ATURE	λ. <b>.</b>					
THE GOVMARK ORG.	ANIZATION, INC. / ec	(C) 1 11 2500 1	(Page 1 of 2)				
151	UL,	1 1. 1 6211					



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e-mail: info@govmark.com

Page 2

Received:09/02/2010 Completed:09/13/2010 Letter: U1 her P.O.#: 2-84462-1-Test Report #: Client's Style: Ultramesh 100. Content: Polyester. Finish: PVC. Weight: 10oz/yd². End Use: Mesh Banners & Signs, Identification Tested For: Jaime L. Giannantonio Key Test: NFPA 701-2010 TM#2 Flat WL 490 Ultraflex Systems Inc. 1578 Sussex Tpk., Bldg. #4 Tel: 1-(973)-664-6724 Ext: Randolph, NJ 07869 Fax: 1-(973)-627-8506 PRECONDITIONING: [x] 1 hr @ 220°F (Standard) [ ] 24 hrs @ 68±9°F (Alternate: Material shrinks/distorts @ 220°F) REMARKS: Client requested that the restraining clamp binder clips be eliminated to replicate the provisions of the 1996 Test Method #1 version of this document. CONVERSION FACTORS:  $mm \div 25.4 = inches$  $g/m^2 \div 28.35 \times .835 = oz/yd^2$ (Page 2 of 2)



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Page 1

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Received:09/02/2010	Completed: 09/08/2010	Letter: U	her P.O.#:		Test Report #:		2-84462-0-
Client's Style:	Ultramesh 100. Content:	Polyester. Finis	sh: PVC. Weight:	10oz/yd²	. End Use: Mesh Banner	rs & Signs	
Tested For: Jaime	L. Giannantonio		]	Key Test:	NFPA 701-2010 TM#2	2 Flat	340
Ultrafle	x Systems Inc.			•			
	issex Tpk., Bldg. #4			Tel·	1-(973)-664-6724	Ext:	
	oh, NJ 07869				1-(973)-627-8506	EAU.	
					PC:11	Н	
TEST PERFORMED: - 2010 Edition -	NFPA 701 - Standard Test Method #2 - F	d Methods of Lat Sheet Spe	Fire Tests fo	or Flame	Propagation of Te	extiles	and Films
SPECIMEN CONFIGU	RATION: [x] Single	Layer; [ ]	Multi Layer				
RESULTS REPORTED	: [x] Initially		[] Afte	er 72 ho	ours water leaching	d	
	[ ] After 3 dry		[ ] Afte		ours accelerated v	-	ng
	[ ] After 5 laund	derings @ 160	)°F				
RESULTS:							
Length	Afterflame	Drip Bu	ırn	Char	Length		,
Specimen #	(seconds)	(second		(mm)			
1	0	0.0		150			
2	0	0.0		160			
3	0	2.0		170			
4	0	0.0		170			
5	0	0.0		140			
6	0	0.0		190			
7	0	0.0		140			
8	0						
	_	0.0		160			
9	0	0.0		150			
10	0	0.0		140			
APPROXIMATE WEIG	HT OF MATERIAL (as n	neasured by (	Govmark): 243	g/m²			
FAILURE CRITERIA	: For each individu	ual specimen	a 140				
Afterflame	Dri	Burn	Ch	ar Leng	th		
Exceeds 2.0 s	econds Exce	eeds 2.0 seco	onds Ex				
RETEST PROVISION	: Test 5 additional	specimens i	if only 1 spec	imen fa	ils.		
CONCLUSION: Bas	ed on the above Resu	lts and Fail	lure Criteria,	the it	em tested:		
[x] Passes;	[ ] Fails; [ ] Requ	ires testing	g of 5 additio	nal spe	cimens		
	I certify that the a						
Hailin 9	· lobute						
AUTHORIZED SIGNA THE GOVMARK ORGA	TURE NIZATION, INC. / ec		(Page 1 of 2)				
The committee of the control		,					



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PRECONDITIONING:

[x] 1 hr @ 220°F (Standard)

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(Page 2 of 2)



# Louis A. Green Corp.

WEBBING III HARDWARE III CUSTOM STRAPS

77 ELM STREET BRAINTREE, MA 02184

800.225.3577 (toll-free)
781.535.6199 (in MA)
781.635.6195 (fax)
sales@loulsagreen.com (email)
http://www.louisagreen.com (web site)

#### **Technical Data Sheet**

Item CW1281WH25

Description 100% Polyester Webbing PVC Coated

Coating Heat Cured PVC Plastisol

Substrate Polyester Webbing

Weave Two and Two Twill

Needle Loom System 2

Fabric Warp 1100 dtex High Tenacity Polyester

West 550 dtex High Tenacity Polyester

Weight (Nominal) 23 – 25 g/mtr Coated Fabric

Color White

Width 25 mm Tolerance +/- 1.5 mm

Breaking Load 6735 N (650 kgs) (Minimum)

Thickness (Nominal) 1.00 mm Tolerance +/- 0.30 mm



