

## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Tammy Hiler  
Planner I

**Date:** May 21, 2018

**Subject:** Amendment to City of Dunwoody Special Event Signage Administrative Guidelines

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### **ITEM DESCRIPTION**

Request to consider amendment to the Special Event Signage and Advertising Policy regarding maximum number of days prior to an event banners and standard informational signs may be erected. The proposed changes serve to eliminate multiple banners and signs installed for more than one event.

### **DISCUSSION**

The current administrative guidelines apply to additional special event signage and advertising that go beyond compliance with existing ordinances for temporary signs (i.e. banners in excess of 24 sf and excessive temporary/standard informational signs).

Special Event Banners and standard informational signs permitted through the Special Events process are currently allowed with no control as to how far in advance of an event they may be erected. As such, this allowance has led to multiple banners and signs for separate events being erected at the same time at frequently used locations (i.e. Brook Run Park). This phenomenon has drawn citizen complaints and is counter to the intent of the policy.

The proposed amendment would reduce the number of event banners permitted to be erected at an event site to 2 banners associated with the current event. Additionally, the 2 event banners may be erected on no more than 7 days prior to the event to which they relate; standard informational signs may be erected the day of the event only.

NOTE: These guidelines do not supersede existing ordinances for temporary signs. Such allowances remain in effect on private property, irrespective of the relevant event date.

### **RECOMMENDATION**

Staff recommends Mayor and City Council approve the attached draft changes to Administrative Guidelines –Special Signage and Advertising, as prepared.

#### Attachments:

City of Dunwoody Administrative Guidelines –Special Signage and Advertising, with edits



# City of Dunwoody

## Administrative Guidelines

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### SPECIAL EVENT SIGNAGE AND ADVERTISING

#### I. Purpose

Pursuant to Section 26-275 of the City of Dunwoody Code of Ordinances, the purpose of these administrative guidelines is to establish maximums for additional special event signage and advertising that may not be in compliance with existing ordinances for temporary signs. These guidelines have been designed, in awareness and appreciation for the City of Dunwoody's Sign Ordinance and Overlay District Regulations, to be used as a standard by which the Community Development Director or his designee may make recommendations and allowances for additional signage that shall become conditions of an applicant's special event permit.

#### II. Scope

The scope of these Administrative Guidelines covers all special events, meeting the definition herein, that have made application to the City.

#### III. Definitions

When used in these administrative guidelines, the following words, terms and phrases, and their derivations, shall be the meaning ascribed to them in this section, except where the context clearly indicates a different meaning.

A. BANNER means a sign other than a flag with or without characters, letters, illustrations or ornamentation applied to cloth, paper, or fabric that is intended to be hung either with a frame or without a frame.

B. SPECIAL EVENT means any organized for-profit or nonprofit activity having as its purpose entertainment, recreation and/or education which takes place on public property or on private property, but requires special public services within the municipal boundaries of the City of Dunwoody.

C. STANDARD INFORMATIONAL SIGN means a sign with a sign face made for short term use, containing no reflecting elements, flags, or projections and which is mounted on a post, stake, or metal frame with a thickness or diameter not greater than 3½ inches.

D. VENDOR means any person or persons or entity who engages in the sale to the public of any food or food products, goods, services, or merchandise of whatever nature from any



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location, either mobile or stationary, on a temporary itinerant basis on any public street, sidewalk, or right-of-way as an authorized participant of the special event.

#### IV. Maximum Quantity for Additional Signage

In addition to those signs already permitted by the Sign Ordinance, the following table establishes maximum numbers of banners and standard informational signage allowed for special events based upon the acreage of the parcel on which the event is occurring:

Acres	Banners	Standard Informational Signs
0.00 - 1.00	3 + 1 per vendor	20
1.01 - 2.50	5 + 1 per vendor	30
2.51 - 5.00	8 + 1 per vendor	50
5.01 - 10.00	10 + 1 per vendor	60
10.01 or larger	15 + 1 per vendor	100

#### V. Maximum Size for Additional Signage

- A. Two banners per ~~event lot~~ event may measure up to 60 square feet in size. All other banners shall not exceed 30 square feet in size.
- B. Standard Informational Signs shall not exceed 24 square feet in size.

#### VI. Deposit Schedule

- A. Applicants shall submit a deposit according to the following scale:

Total Number of Signs Erected	Deposit
0-10	\$100
10-50	\$250
50-100	\$400
100-200	\$750
200+	\$900

#### VII. Responsibility

- A. Director of Community Development



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The Director of Community Development shall have the following duties and powers in regards to the Administrative Guidelines for Special Event Signage and Advertising:

1. Work with all applicants for Special Events that petition for signage and advertising that exceeds that which is allowed by existing ordinances for banners and vendors.
2. Allow an increase, up to 10%, in the quantity or size of signs provided the Director can make the following findings:
  - 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;
  - b. 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.
3. Work with the City Clerk to bring signs not approved by the Community Development Director or his designee according to the provisions herein in front of the City Council at their earliest regularly scheduled meeting in the event that the applicant requests relief following denial.

### **VIII. Maximum Number of Days Signs May be Erected**

Banner Signs permitted through the Special Events process shall be erected no earlier than 7 days prior to event date and must be removed at the close of the event. Standard Informational Signs permitted through the Special Events process shall be erected on the day of event **ONLY** and must be removed at the close of the event.

# Mayor and City Council

## May 21, 2018 Meeting



City of Dunwoody, GA

# Chapter 26– Special Event Signs Update Guidelines

- Objectives:
  1. Establish time frame when event signs can be installed;
  2. Limit amount of event banners that may be installed at one time.

# Chapter 26– Special Event Signs

## Update Guidelines

### V. Maximum Size for Additional Signage

- A. Two banners per event ~~lot~~ may measure up to 60 square feet in size. All other banners shall not exceed 30 square feet in size.

### VIII. Maximum Number of Days Signs May be Erected

Banner Signs permitted through the Special Events process shall be erected no earlier than 7 days prior to event date and must be removed at the close of the event. Standard Informational Signs permitted through the Special Events process shall be erected on the day of event ONLY and must be removed at the close of the event.