



City of Smyrna

City of Smyrna
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Issue Sheet

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Status: Consent Agenda

In Control: City Council

File Type: Authorization

Agenda Number: G.

WARD / COUNCILMEMBER: Ward 3 / Councilmember Travis Lindley

\$ IMPACT:

Agenda Title:

Approval of the closing of the Market Village upper area around the fountain, including blocking vehicle access from Atlanta Road and portions of the Market Village streets/vehicular access and parking for the purpose of special event series continuation on Saturday, October 16, 2021, Saturday, November 13, 2021, and Saturday December 4, 2021 titled "College Football Saturday in Smyrna."

Ward 3 / Councilmember Travis Lindley

ISSUE AND BACKGROUND:

A special event highlighting televised games was requested as a result of the 2021 Taste of Smyrna cancellation (due to restaurant staffing difficulties in 2021). The event which took place on Saturday, September 18, 2021 was successful. An LED screen (15' x 8') and a means of legally broadcasting games was secured and a band was hired. The two additional dates will follow the same formula. The following outlines the activity/schedule from the September event. As televised game times are not yet available, there may be some slight adjustment to game/band timing with each date, or it may follow the same timing. (Promotion cannot include the names of teams and/or conferences).

3:00 pm - Gates Open (no admission)

3:30 pm - Watch three big college games

5:00 pm to 7:00 pm - Live Music at the fountain

7:00 pm - Watch another big college game!

Street closings include the upper circle area of the Market Village that includes the fountain area and generally includes a designated pedestrian area within and around the fountain and adjoining parking areas to the left and to the right of the fountain area, including the drive and parking spaces between the fountain and Atlanta Road. Parking spaces in front of Atkins Park will be utilized for parking the LED screen trailer. The main area street closings begin at 9:00 a.m. on October 16 and November 13. Additional street closing may be accomplished in response to attendance after event start which includes a plan for vehicular parking attrition and vehicle access restrictions, but only as/if needed. The plan includes three street closure phases with Phase 1 (9:00 a.m. on each

day) being the closures as described above. Phase 2 and Phase 3 would include portions of or all of the access from the fountain down to streets adjacent to the center median in the Market Village from the fountain/event area down to the Cable company and the broker/financial advisor offices. This plan is in place to avoid impacting access to businesses within the Market Village for an extended period of time and only acting up the additional street closure if needed for very high attendance.

RECOMMENDATION / REQUESTED ACTION: Staff requests the approval of the closing of the Market Village upper area around the fountain (Phase 1 street closing), including blocking vehicle access from Atlanta Road (including phase 2 and phase 3 of street closing plan) for the purpose of special events on Saturday, October 16, 2021, Saturday, November 13, 2021, and December 4, 2021 titled "College Football Saturday in Smyrna."