



City of Smyrna

City of Smyrna
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Legislation Text

File #: 2019-04, Version: 1

WARD: Ward 3

COMMITTEE: Community

\$ IMPACT:

Approval of 2019 17th Annual St. Patrick's Day Celebration Weekend in the Market Village Saturday, March 16, 2019 11:00 am - 11:00 PM and Sunday, March 17, 2019 11:00 AM - 9:00 PM . Atkins Park Tavern requests street closing for the 2019 St. Patrick's Day Celebration to include West Spring Street from Atlanta Road and terminating at the end of the fountain area at the corners of Atkins Park Tavern and Corner Taqueria.

ISSUE:

St. Patrick's Day - Saturday, March 16, 2019 - 11:00 am -11:00 pm (City specifies that outdoor music end no later than 10:00 p.m.)

Sunday, March 17, 2019 - 11:00 a.m. - 9:00 p.m.

Donation to charity at gate - \$8 advance / \$12 gate

Atkins Park Tavern requests street closing for the 2019 St. Patrick's Day Celebration to include West Spring Street from Atlanta Road and terminating at the end of the fountain area at the corners of Atkins Park Tavern and Corner Taqueria.

Additional Market Village event activities include a food/beer/wine sales and outdoor games, rides and prizes.

During the event, the West Spring Street (Market Village) will be closed to vehicle traffic however, the sidewalks throughout the Market Village will remain open for pedestrians. Market Village vehicle access and parking will be via Atlanta Road to the Village Pavilion complex and Church Street off Atlanta Road.

BACKGROUND:

Contacts: Kevin Drawe- Atkins Park Restaurant and Bar -770-435-1887
Tim Langell/Joe Romano- VintageTavern / Zucca -770-803-9990
Bettie Cagle - Redbird Events - 404-754-3211

Street Closures: Market Village from West Spring Street (at Atlanta Road) around the Market Village fountain area.

Set-up Satuday 3/16, at 10:00 a.m.: Top end of West Spring St. (at Atlanta Road) around the Market Village fountain area will remain closed until completion of cleanup Sunday 3/17 at 11:30 pm.

Street Sales: Food & Alcohol (60% Food /40% Alcohol) Food: Samples of food from Smyrna Market Village Restaurants (corn beef and cabbage, lamb stew, reuben sandwiches)

Charity Donation: A portion of the entry fee will be donated to the Leukemia & Lymphoma Society

Alcohol/Sales & Controls: Wine/beer/Bailey's and coffee - Plastic cups for all purchases (NO cans or bottles). Everyone gets carded with each and every purchase-- in addition to wristband at point festival entry.

Signage: Sign permit submitted.

Sponsors Guinness, Harp (beer, wine and food outside / liquor inside), and Bushmills Irish Whiskey

Entertainment: Games and promotions (family-friendly): Sound system - continuous (power requirements to be determined - organizer requests that bands stop at 10:45pm - City requiring outdoor bands to end by 10:00 p.m.); Live music

Cleanup & Recycling: Organizer requests that merchants mayl assist the City of Smyrna with cleanup following the event. City of Smyrna indicates that organizer must arrange for cleanup during and following the event of all areas impacted by the event - during, between operational hours and following the close of the event weekend. Organizer indicates that Atkins Park and Zucca Pizzeria will hire staff to clean festival area and pick up debris from the back parking lot. City requires that all event materials, including but not limited to signage, portables, tents, tables, chairs and staging be removed immediately following the event or as quickly as possible to leave a clean and event materials-free area for normal conduct of business and public use/enjoyment of area no later than early Monday morning, if not sooner - paying attention to resident comfort, noise levels, however. Ittems and structures that may not be collected and removed immediately following the event, must be removed from public areas and stored neatly (out of public view as much as possible) by or prior to midnight on last evening of event).

Police: Merchants will hire specified number of City of Smyrna police officers as required by the city.

Health Permits: Merchants will orchestrate

Insurance: Additional insured on merchant policies (Atkins Park/Zucca/Vintage Tavern for their areas - other merchants participating will be required to hold additional

insured).

Temporary Structures: Tents and tables and rides/games- (locations negotiated with City)

Advertising and Promotions: Outdoor sign banners (event organizers request approval to install event banner on Wind Hill and/or Spring Road bridges), event organizer also requests mention(s) in City managed promotion -- demographic range: 25 - 60, young professionals, adults, families and singles. Event will draw from all over Cobb County, but not limited to the Cobb area.

Site Plan: Will work with City of Smyrna to determine and provide site plan

Resident Contact and Support: Organizing merchant(s) will manage parking/access to their event and will contact surrounding residents providing copies of documentation and notification(s). Noise levels and end times will be agreed upon with the city through the festival permit process. Preliminary notification will be sent out in the Homeowner Assoc Newsletter for February.

RECOMMENDATION/REQUESTED ACTION: Staff recommends approval of the 2018 St. Patrick's Day Celebration in the Market Village with additional cleanup, sound, and materials removal requirements of organizers to submit a site plan, manage cleanup as communicated by City, hire specified number of City of Smyrna police officers and work within City direction for adjustments to band/music end times, street closures and traffic flow prior to, during and after event, as the City determines necessary.

Event organizers will be responsible for resident notification, cleanup (including the parking lots adjacent to Atkins Park Tavern/Zucca/Vintage Tavern) and work with other merchants and residents in the Market Village regarding notification and resolution of issues relevant to the event. Resident and merchant notification should be at least 30 days in advance. It is also noted that organizers will be responsible for complying with City directions regarding noise levels, plant materials (planting beds and other public ornamentals) and crowd control relating to the event.