



City of Smyrna

City of Smyrna
A.Max Bacon City Hall /
Council Chambers
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Legislation Text

File #: 2019-05, Version: 1

WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Approval of Atkins Park Annual Crawfish Boil Saturday, April 27, 2019, from 11:00 am - 11:00 pm and Sun., April 28, 2019, from 11:00 am-10:00 pm. Atkins Park Tavern requests street closing to include Market Village from Atlanta Road to the midpoint of the Market Village (at the circular brick seating area) and City Hall for the duration of the two-day event. The traffic circle to the midpoint section will remain closed Saturday through event setup and end/cleanup on Sunday (bands - outdoors - must end each evening at/by 10:00 pm) - with all of the Market Village area to reopen upon conclusion of the event on Sunday evening. Vehicle access to/through both sides of the Market Village parking areas will remain open for the duration between the midpoint of the Market Village and the pavilion directly in front of City Hall. Approval is also requested for placement of a beer trailer/station at the intersection of W. Spring Street and King Street to sell to persons attending the Spring Jonquil Festival which is managed by JRM Management.

ISSUE:

Approval for merchant organizer Atkins Park Tavern to host the Annual Crawfish Boil in the Market Village on Sat., April 27, 2019, from 11:00 am- 11:00 pm and Sun., April 28, 2019, from 11:00 am-10:00 pm. This event will be held in conjunction with the Spring Jonquil Festival on the same weekend. Setup to begin April 27th at 8:00am and complete breakdown by Sunday, April 28th at Midnight. City is stipulating that outdoor music should end at 9:45 - no later than 10:00 p.m. on Saturday and earlier on Sunday if possible.

Atkins Park Tavern requests street closing for the Crawfish Boil and Market Village expansion to include West Spring Street from Atlanta Road to King Street (add-on) connecting to Spring Jonquil Festival event site (King Street continuing to Village Green Circle). Atkins Park has also requests positioning of a beer trailer near Market Village/City Hall in the City approved location at the end of the block during the operating hours of the Spring Jonquil Festival.

West Spring Street to close the morning of Sat., April 27 for event set-up. West Spring Street will reopen at the close of the event once all event equipment has been removed from the event site.

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 to King Street from Atlanta Road.

BACKGROUND:

Contacts: Kevin Drawe- Atkins Park Tavern - 770-435-1887

Event Dates and Times: Sat., April 27, 2019, 11:00 am - 11:00 pm (music ending at 10:00 pm) & Sun., April 28, 2019, 11:00 am - 10:00 pm (held on the Jonquil Festival weekend/Atkins Park Crawfish Boil for Market Village activities - outside music ending at 9:45 pm - no later than 10:00 pm on Saturday and earlier if at all possible on Sunday.)

Street Closures: Market Village from West Spring Street (at Atlanta Road) to King Street at City Hall - with pass-through along drives adjacent to the pavilion remaining open.

Trailer/Station Installation: Applicant requests the "afternoon April 26, 2019, not to be blocking any road ways or thoroughfares." However, activity in the area the morning of April 27 (Jonquil City Jog) means that the trailer may not be placed until the conclusion of the Jonquil City Jog and the beginning of the Spring Jonquil Festival on the 27th.

Trailer/Station Removal: Applicant indicates "Morning of April 29, 2019." City of Smyrna indicates remove at conclusion on Jonquil Festival, no later than pre-dawn hours on the morning of April 29, 2019.

Street Sales: Food & Alcohol (60% Food / 40% Alcohol) Food: Samples of food from Smyrna Market Village Restaurants (New Orleans Style Crawfish, Jambalaya, Boiled Shrimp, Veggies)

Charity Donation: Leukemia & Lymphoma Society (Team in Training)

Alcohol/Sales & Controls: Wine and Beer - 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. A beer trailer is requested to be approved at the W. Spring Street and King Street intersection across from City Hall during the Spring Jonquil Festival. Applicant indicates Abita Brewery Sponsors (beer, wine, and food outside with liquor inside). **The applicant will be required to follow City of Smyrna instruction regarding when the station may be placed (following the Jonquil City Jog activities) and removed (following the Jonquil Festival on Sunday afternoon/eventing).**

Signage: One 4 x 8 banner on Atlanta Road. Applicant indicates that application has been submitted with payment to Community Development, processed by Caitlin Walsh.

Entertainment: Sound System \ Popular up-and-coming bands, New Orleans style bands, several jazz and acoustic bands - Continuous (power requirements to be determined and bands stop time negotiated with city but should be by 10:00 pm with goal of outdoor music ending at 9:45 pm and moved indoors.) . Location of various attractions and devices causing sound and/or vibration will need to be determined and/or adjusted if needed by the City of Smyrna for the comfort of residents and businesses of the Smyrna Market Village.

Cleanup & Recycling: Merchants will assist with cleanup following the festival - applicant indicates that Atkins Park Tavern / Kevin Drawe will hire staff to clean the festival area (specified within this request) and pick up debris from the back parking lot(s) in the area of the Smyrna Market Village. Additional trash receptacles and trash will be rented from the Smyrna Parks and Recreation.

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 for their area - other merchants participating will be required to hold additional insured)

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

Advertising and Promotions: Signage onsite, radio, cable, print advertising-Demographics range: 25-60, young professionals, adults, families and singles. Draw from all over Cobb County but not limited to the Cobb area. Applicant indicates desire for City to consider providing support as sponsorship, signage access and social media (facebook, twitter).

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

Resident Contact and Support: Manage Parking and access, organizing merchants will contact the residents and provide copies of documentation and notification. Noise levels and end times will be agreed upon with the City through the festival permit process.

RECOMMENDATION/REQUESTED ACTION: Staff recommends Council approve the Atkins Park Annual Crawfish Boil Saturday, April 27, 2019, from 11:00 am - 10:45 pm and Sun., April 28, 2019, from 11:00 am-10:00 pm. and request for placement of beer trailer station for the purpose of serving attendees of the Spring Jonquil Festival over the same time period.