



City of Smyrna

Legislation Text

City of Smyrna
A.Max Bacon City Hall /
Council Chambers
2800 King Street
Smyrna, GA 30080
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File #: 2019-377, **Version:** 1

WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Approval of Atkins Park Annual Crawfish Boil Saturday, April 25, 2020, from 11:00 am - 11:00 pm and Sun., April 26, 2020, from 11:00 am -10:00 pm., a two-day, outdoor New Orleans style Crawfish and music-centered event. Approval is also requested for placement of a beer trailer/station at the intersection of W. Spring Street and King Street (pavers across from City Hall) to sell to persons attending the Spring Jonquil Festival which is managed by JRM Management on the same dates.

ISSUE: Atkins Park Tavern seeks approval to host the Annual Crawfish Boil in the Market Village on Sat., April 25, 2020, from 11:00 am- 11:00 pm and Sun., April 26, 2020, from 11:00 am-10:00 pm. This event is held on the same weekend as the Spring Jonquil Festival (which is held on the Village Green and along King Street in front of City Hall) with hours that extend beyond the festival hours of operation. Setup to begin on Friday, April 24, 2020 at 10:00 am. All event-festival items will be removed or out of view by midnight April 26, 2020 to complete breakdown, as confirmed by organizer. City is stipulating that outdoor music should end at no later than 10:00 p.m. on Saturday and earlier on Sunday.

Atkins Park Tavern requests street closing for the Crawfish Boil in the Market Village 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 also requests positioning of a beer trailer on pavers across from City Hall (Market Village/City Hall) in the City approved location at the end of the block during the operating hours of the Spring Jonquil Festival.

It is requested that West Spring Street closes the morning of Saturday, April 25, 2020 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 location and/or view.

During the event, the West Spring Street (Market Village) will be closed to vehicle traffic (including the circle at Atlanta Road), 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:** Bettie Cagle - Red Bird Events - 404-754-3211 / Kevin Drawe - Atkins Park Tavern - 770-435-1887

Event Dates and Times: Sat., April 25, 2020, 11:00 am - 11:00 pm (music ending at no later than 10:00 pm) & Sun., April 26, 2020, 11:00 am - no later than 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 S. Atlanta Rd to City Hall- Traffic circle will be open both Saturday and Sunday night ASAP after the last band has finished. 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 (pavers across from City Hall) to sell to persons attending the Spring Jonquil Festival which is managed by JRM Management.

Street Sales: Food & Alcohol (60% Food / 40% Alcohol) Food: New Orleans Style Crawfish, Jambalaya, Boiled Shrimp, Veggies within the Crawfish Boil event space.

Charity Donation: The Leukemia & Lymphoma Society

Alcohol/Sales & Controls: Wine and Beer - Plastic cups for all (no cans/bottles) Everyone gets carded with each and every purchase - in addition to wristbands at point of festival entry. A beer Trailer will be parked down by City Hall end of our block during the Spring Jonquil Festival, Abita Brewery Sponsors (beer, wine and food outside-liquor inside). The applicant is 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/evening).

Signage: A temporary sign permit application (for one sign) will be submitted upon event approval.

Entertainment: Sound System \ Popular up-and-coming Bands and New Orleans 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 the City of Smyrna with cleanup following both festival days -we will hire people to clean Crawfish festival area and pick up large debris from back parking lot.

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: 10 x 10 Tents, tables and inflatables - (locations negotiated with City)

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

Site Plan: Will work with City of Smyrna to determine and provide site plan. Plan should be submitted within two weeks of event weekend setup.

Resident Contact and Support: Manage Parking and access, organizing merchant(s) will contact the residents and provide copies of provided documentation and notification(s). 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 25, 2020, from 11:00 am -11:00 pm (music ending by 10:00 p.m.) and Sun., April 26, 2020, from 11:00 am -10:00 pm. (music ending earlier - for comfort of residents) along with approval of request for placement of beer trailer/station for the purpose of serving attendees of the Spring Jonquil Festival.