CITY OF SOUTH FULTON, GEORGIA
5600 Stonewall Tell Road
Tuesday, October 9, 2018, 5:00 PM

The Honorable William "Bill" Edwards, Mayor
The Honorable Mark Baker, District 7, Mayor Pro Tem
The Honorable Catherine F. Rowell, District 1 Councilmember
The Honorable Carmalitha Gumbs, District 2 Councilmember
The Honorable Helen Z. Willis, District 3 Councilmember
The Honorable Naeema Gilyard, District 4 Councilmember
The Honorable Rosie Jackson, District 5 Councilmember
The Honorable khalid kamau, District 6 Councilmember

WORK SESSION AGENDA

1. Call to Order
2. Discussion Items
   a. Aerotropolis Atlanta CIDs Wayfinding and Signage Plan - Mr. Eric Bosman, Kimley Horn
   b. Special Event Permits - Shayla Reed, Interim Director of Community & Regulatory Affairs
3. Executive Session (CLOSED), if necessary
4. Adjournment

CITY OF SOUTH FULTON

COUNCIL AGENDA ITEM

COUNCIL WORK SESSION

SUBJECT: Aerotropolis Atlanta CID - Wayfinding and Signage Plan

DATE OF MEETING: 10/9/2018

DEPARTMENT: Planning

ATTACHMENTS:

Description	Type	Upload Date
Aerotropolis Atlanta CID Wayfinding and Signage Plan	Cover Memo	10/3/2018

Aerotropolis ATLANTA
COMMUNITY IMPROVEMENT DISTRICTS

SIGNAGE AND WAYFINDING PLAN

Stakeholder Outreach

REFINED CONCEPTS

October, 2018

Kimley»Horn
IN COLLABORATION WITH HUIE DESIGN

Project Overview

AACID Master Plan

- **District Signage and Branding was identified as a priority in the 2017 AACID Master Plan**

- **Goals of Master Plan:**

  1. Enhance Brand and Perceptions

  2. Foster Economic Development

- **Development of Signage and Wayfinding Plan:**

  Simplify the ability to navigate within and across the districts with the use of clear and contemporary vehicular and pedestrian scaled wayfinding and signage

REGIONAL

- Large-scale monuments
- Used to establish gateway entrances to the CIDs
- Located at interchanges and along main corridors
- Generally landmark signage without directional information

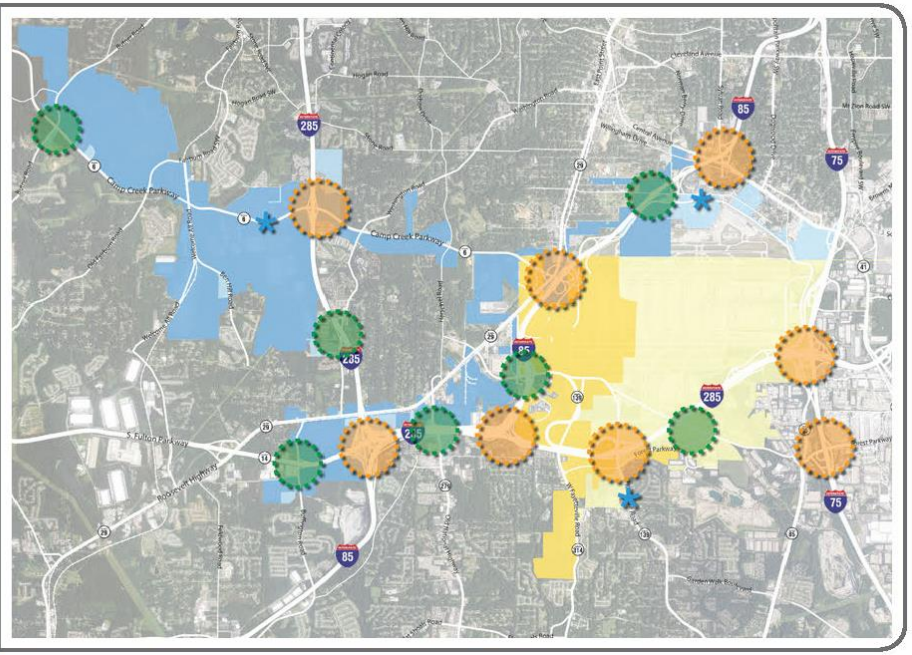
DISTRICT

- Vehicular-scale signs
- Simple directional information to districts and major landmarks.
- Located along arterial roadways

LOCAL

- Pedestrian-scale signs
- Provides directional information, including local landmarks and attractions
- Denotes pathways and key locations for community members and area visitors on foot or bike

POTENTIAL SIGNAGE LOCATIONS



REGIONAL

DISTRICT

LOCAL

PHASE I

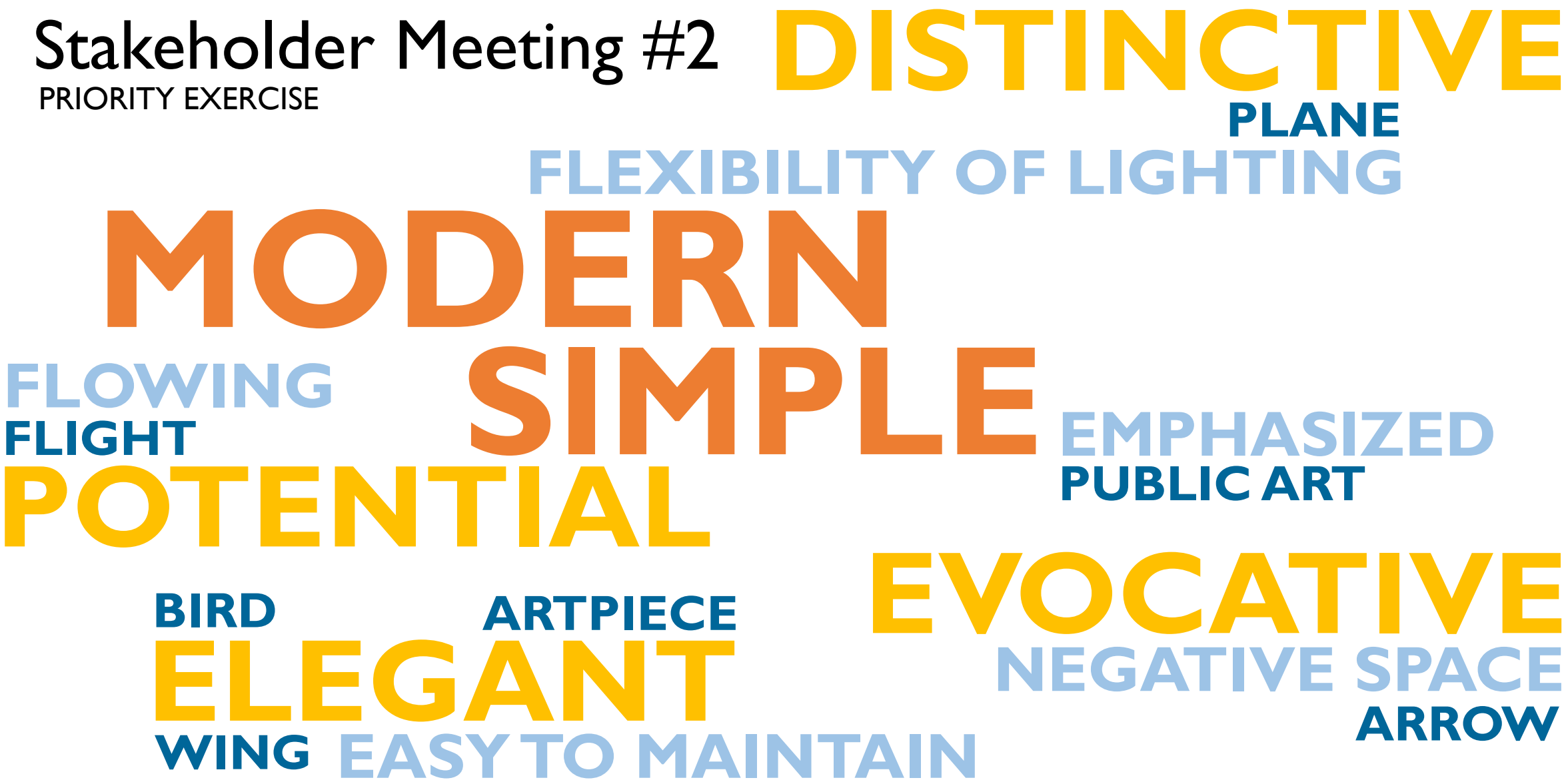
KICK-OFF
STAKEHOLDER INTERVIEWS
EXISTING CONDITIONS ASSESSMENT
STAKEHOLDER MEETING #1

DEVELOP SIGN TYPOLOGY
PRELIMINARY CONCEPTS
STAKEHOLDER MEETING #2

REFINE SIGN TYPOLOGY
REVIEW AND REFINE CONCEPT SKETCHES
STAKEHOLDER MEETING #3

Stakeholder Meeting #2

PRIORITY EXERCISE



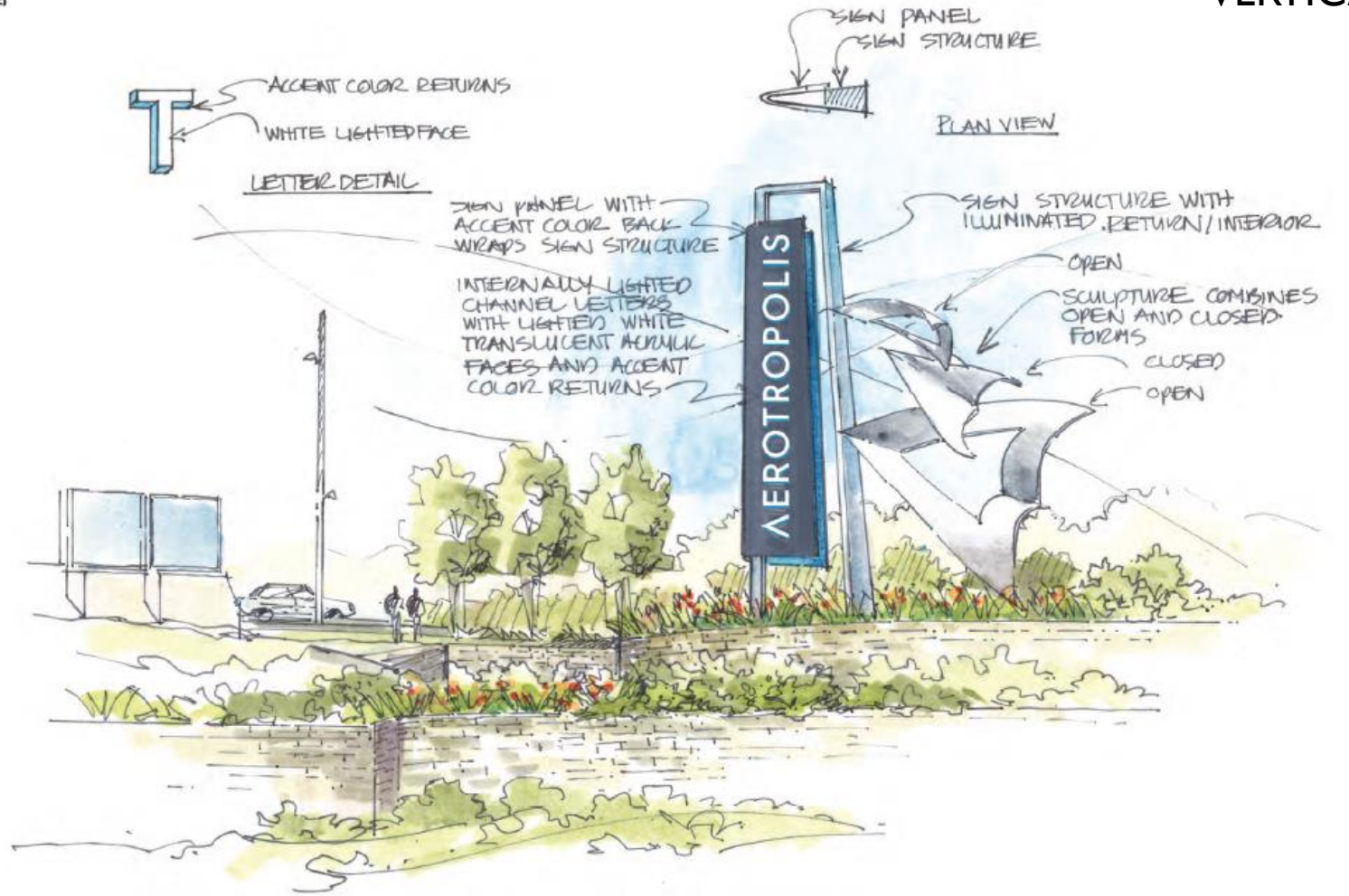
Preferred Concept

VERTICAL FORM

INSPIRATION IMAGES

DAY

NIGHT



Preferred Concept

VERTICAL FORM

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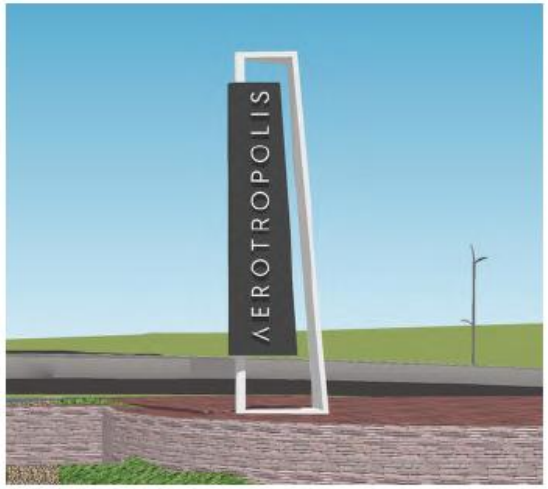
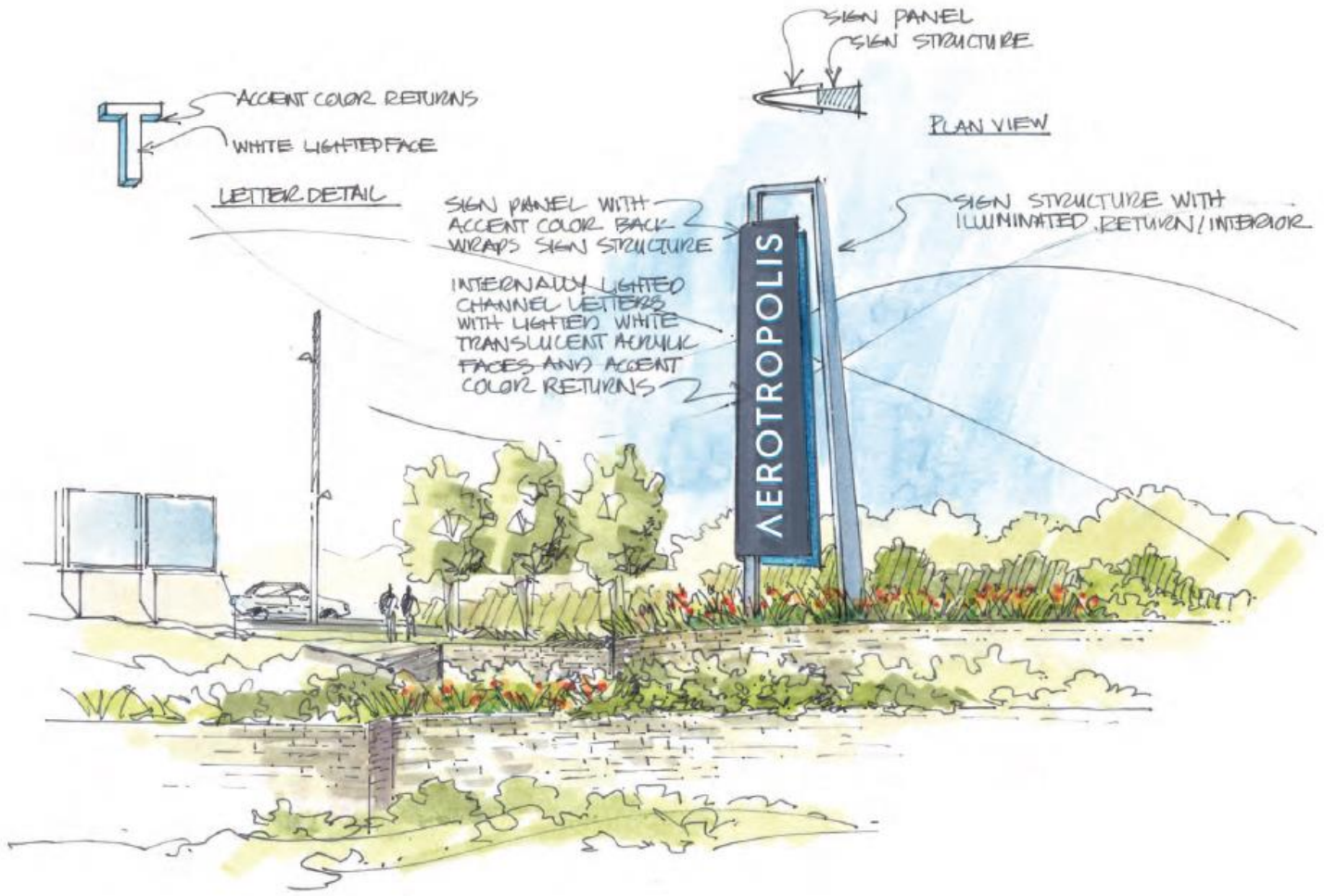


DAY

NIGHT



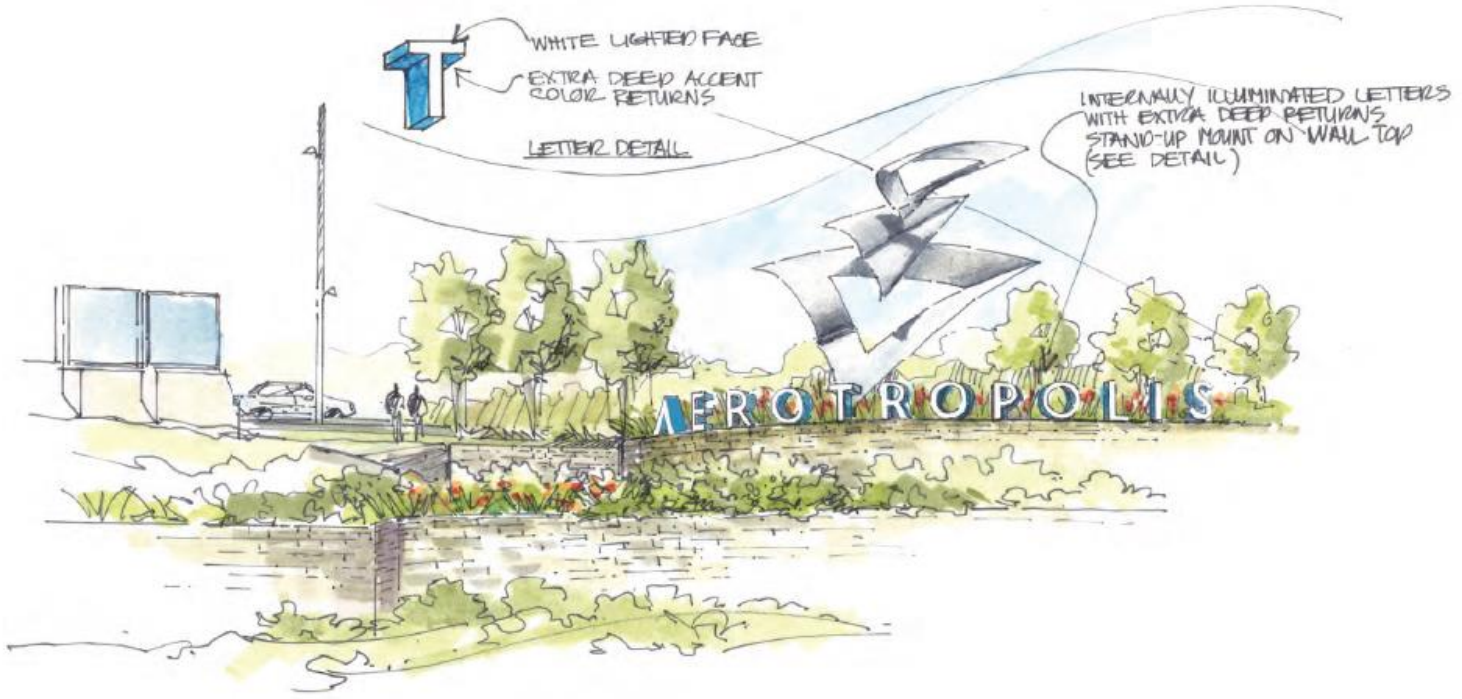
Preferred Concept

HORIZONTAL FORM

INSPIRATION IMAGES

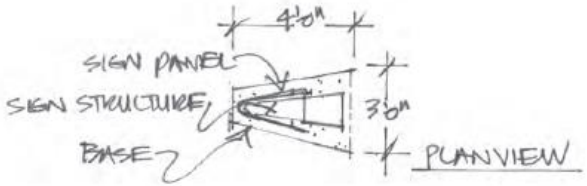
DAY

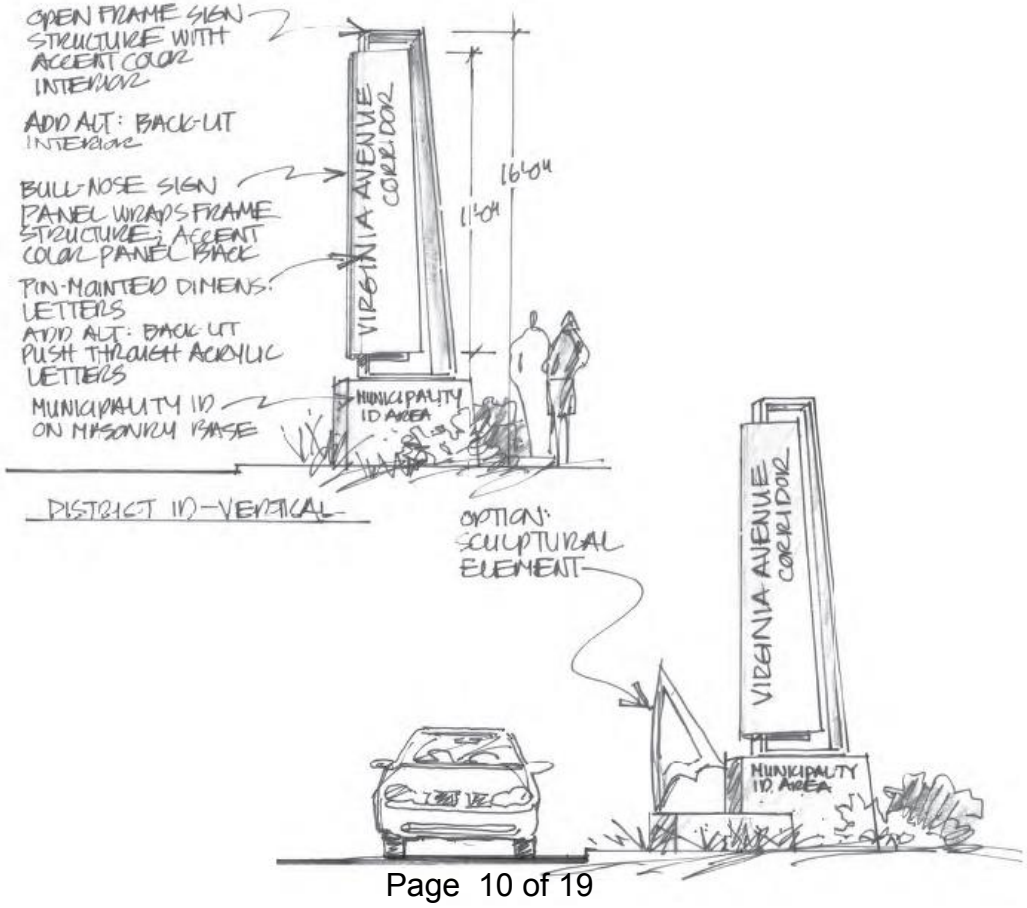
NIGHT

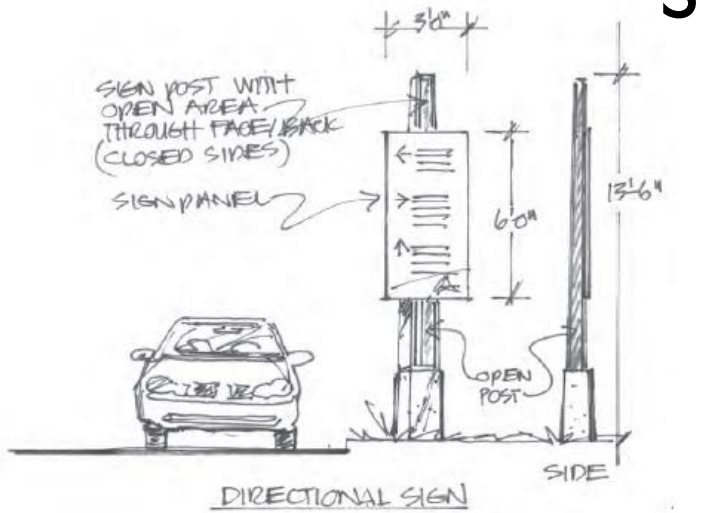


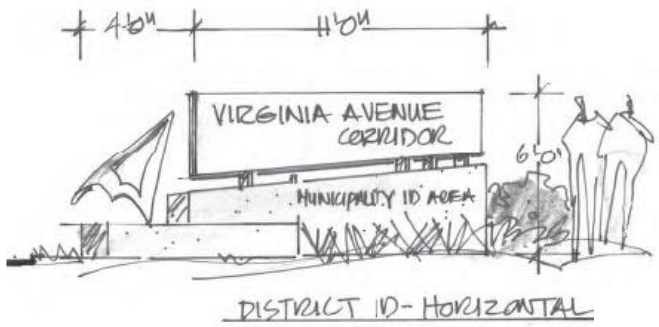
Preferred Concept

Sign Family









CITY OF SOUTH FULTON

COUNCIL AGENDA ITEM

COUNCIL WORK SESSION

SUBJECT: Special Event Permits

DATE OF MEETING: 10/9/2018

DEPARTMENT: Planning

ATTACHMENTS:

Description	Type	Upload Date
Special Event Permits	Cover Memo	10/3/2018

CITY OF SOUTH FULTON
SPECIAL EVENT PERMITS

PRESENTED BY:
SHAYLA REED
INTERIM DIRECTOR OF COMMUNITY AND REGULATORY AFFAIRS

CITY OF SOUTH FULTON
5440 FULTON INDUSTRIAL BLVD, SOUTH FULTON, GA 30336

#SouthFultonStrong

SPECIAL EVENT PERMITS

CURRENT PERMITTING PROCESS

PROPOSED PERMITTING PROCESS

WHAT'S NEXT?

SPECIAL EVENT PERMITS

3.3.19.S. of Zoning Resolution – Special Event is an event organized by any person or organization which will generate or invite considerable public participation and/or spectators for a particular and limited purpose of time.

11-5001. of Parks and Recreation – Special Event is an activity which occurs upon City park property that will significantly affect the ordinary use of the park.

SPECIAL EVENT PERMITS

When is a Special Event Permit Needed?

- When a large scaled event involves the local and outside public
  - Administrative Permit – 250 or less and local participants
  - Use Permit – 250 or more and outside participants

- When an event affects the normal use of the use of City Parks

SPECIAL EVENT PERMITS

Three Types

- Administrative Permit – Community and Regulatory Affairs
- Use Permit – Community and Regulatory Affairs
- Parks and Recreation – Parks and Recreation

PROCESS

Applicant applies for an **Administrative Special Event Permit**

- Permitting Staff reviews applications and shares with all relative Departments prior to issuance
- Staff renders decisions administratively

Applicant applies for an **Use Permit: Special Event Permit**

- Permitting Staff reviews applications and shares with all relative Departments prior to issuance
- Provides recommendation to Council for decision

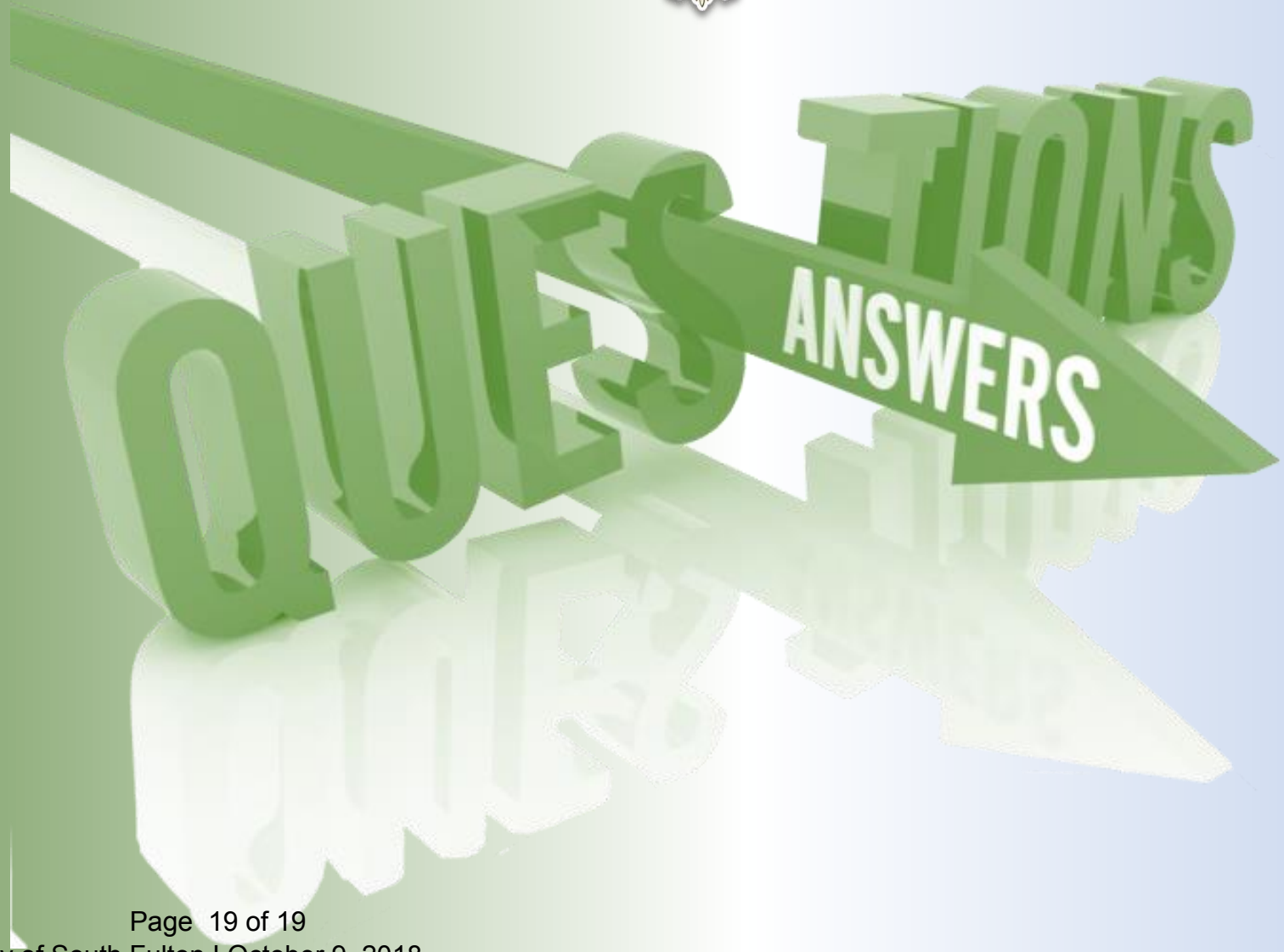
Applicant applies for an **Park Special Event Permit**

- Parks and Recreation's Staff reviews applications and shares with all relative Departments prior to issuance
- Staff renders decisions administratively

WHAT'S NEXT?

- Combine Permitting Process to allow for three permits to be processed in one office (Destination South Fulton) to avoid confusion to general public.

- Create language similar of Park and Recreation's Code to require deposits, insurance, cleaning requirements, etc. for Administrative and Use Permits. More cohesive process.


QUESTIONS
ANSWERS