

COMMITTEE AMENDMENT FORM

DATE: 09/25/07

COMMITTEE CITY UTILITIES PAGE NUM. (S)

ORDINANCE I. D. #07-O-2017 SECTION (S)

RESOLUTION I. D. #07-R- PARA.

AMENDS THE LEGISLATION BY ATTACHING A RENDERING OF THE
PROPOSED BANNER TO BE DISPLAYED,

AMENDMENT DONE BY COUNCIL STAFF 09/25/07

AN ORDINANCE
BY



07-0-2017

AN ORDINANCE AUTHORIZING THE CITY OF ATLANTA TO WAIVE THE PROVISIONS CONTAINED IN CHAPTER 138, ARTICLE II, DIVISION 6, SECTION 138-60 (a) OF THE CITY OF ATLANTA CODE OF ORDINANCES, TO ALLOW THE COMMISSIONER OF THE DEPARTMENT OF PUBLIC WORKS TO ISSUE A PERMIT FOR THE PLACEMENT OF BANNERS CONTAINING LIMITED ADVERTISING IN THE PUBLIC RIGHT-OF-WAY; AND FOR OTHER PURPOSES.

WHEREAS, Section 138-60 (a) states that no person shall attach any flag, banner, bunting, sign, display or other form of decoration to any light pole or other standard erected in any right-of-way along any street, unless a permit is issued by the Commissioner of the Department of Public Works under certain enumerated conditions; and

WHEREAS, Section 138-60 (a) (1) prohibits flags, buntings, signs, displays or other forms of decoration containing any advertising or any reference to a for-profit organization; except that, in the event that the Commissioner issues a permit allowing limited advertising for permitted outdoor events and centennial celebrations of local companies, the corporate logo or trademark on the banner shall not exceed one-tenth of the total surface area on either side; and

WHEREAS, True Value, headquartered in Chicago, Illinois will hold its Annual Fall Market in the City of Atlanta on October 25 – 29, 2007; and

WHEREAS, the convention is expected to have approximately 13,600 attendees, with a projected economic impact of \$13.670 million to the region; and

WHEREAS, the City desires to waive the provisions contained in Section 138-60 (a) (1) of the Code of Ordinances to allow the Commissioner to issue a permit to True Value to place banners advertising the Annual Fall Market and containing the corporate logo on greater than one-tenth of the banner's surface area, in the public right-of-way.

THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY ORDAINS:

SECTION 1: That the Commissioner of the Department of Public Works is authorized to issue a permit to True Value to place banners advertising its Annual Fall Market, and containing the corporate logo on greater than one-tenth of the banner's surface area, in the public right-of-way.

SECTION 2: That Chapter 138, Article II, Division 6, Section 138-60 (a) (1) of the City of Atlanta Code of Ordinances is hereby waived to the extent that such applies to the issuance of the permit.

SECTION 3: That all Ordinances or parts of Ordinances in conflict herewith are hereby waived for this instance only.

ATLANTA
welcomes

True Value

FALL
market

