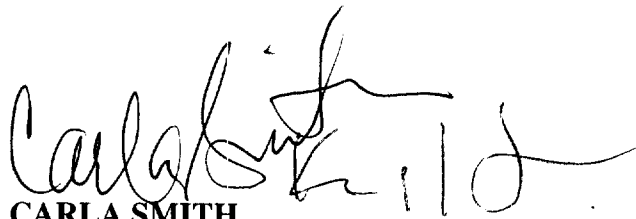


**AN ORDINANCE
BY COUNCILMEMBER CARLA SMITH**



07-0 -2595

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 PERMITS 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, AmericasMart, headquartered in the city of Atlanta, will hold its Annual Winter Market in the City of Atlanta on January 8 through 16, 2008; and

WHEREAS, AmericasMart is expected to have approximately 93,000 attendees, with a projected economic impact of \$93.343 million to the region; and

WHEREAS, Keller Williams Realty, headquartered in Dripping Springs, Texas, will hold its annual convention in the City of Atlanta February 10 through 13, 2008; and

WHEREAS, Keller Williams Realty is expected to have approximately 23,000 attendees, with a projected economic impact of \$24.074 million to the region; and

WHEREAS, Arbonne International, Inc, headquartered in Irvine, California, will hold its annual convention in the City of Atlanta April 10 through 12, 2008; and

WHEREAS, Arbonne International, Inc. is expected to have approximately 16,000 attendees, with a projected economic impact of \$16.747 million to the region; and

WHEREAS, Bronner Brother International, headquartered right here in Atlanta, Georgia will hold its annual convention in the City of Atlanta August 2 through 4, 2008; and

WHEREAS, Bronner Brothers International is expected to have approximately 50,000 attendees, with a projected economic impact of \$52.335 million to the region; and

WHEREAS, TrueValue, headquartered in Chicago, Illinois, will return to hold its annual Fall Market in the City of Atlanta October 16 through 20, 2008; and

WHEREAS, TrueValue is expected to have approximately 13,000 attendees, with a projected economic impact of \$13.607 million to the region; and

WHEREAS, Medtrade, headquartered right here in Alpharetta, Georgia, will hold its annual convention in the City of Atlanta October 28 through 30, 2008; and

WHEREAS, MedTrade is expected to have approximately 22,000 attendees, with a projected economic impact of \$23.027 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 AmericasMart, Keller Williams Realty, Arbonne International, Inc., Bronner Brother International, TrueValue, and Medtrade to place banners advertising the annual meetings and containing the corporate logo on greater than one-tenth of the banner's surface area, in the public right-of-way.

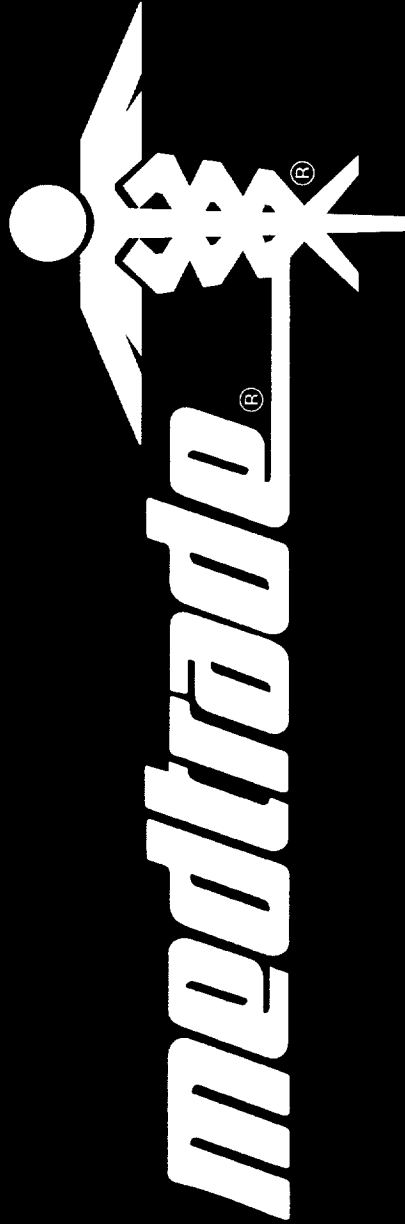
THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY ORDAINS:

SECTION 1: That the Commissioner of the Department of Public Works is authorized to issue a permits to AmericasMart, Keller Williams Realty, Arbonne International, Inc., Bronner Brother International, TrueValue, and Medtrade to place banners advertising their annual meetings, 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 permits.

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

**ATLANTA
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ATLANTA
Convention & Visitors Bureau



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**CELEBRATES
60 YEARS IN ATLANTA**



ATLANTA
Convention & Visitors Bureau

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welcomes

**KELLER
WILLIAMS**



ATLANTA
welcomes



**KELLER
WILLIAMS**
REALTY





welcomes

ARBONNE

2008



**Welcome
to
visitors.**

**Americasmart
Atlanta.**

As good as gets.



(Do Not Write Above This Line)

AN ORDINANCE
BY

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 PERMITS FOR THE PLACEMENT OF BANNERS CONTAINING LIMITED ADVERTISING IN THE PUBLIC RIGHT-OF-WAY; AND FOR OTHER PURPOSES.

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred

Referred To:

Date Referred

Referred To:

Date Referred

Referred To:

FIRST READING

Committee _____
 Date _____
 Chair _____
 Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)
Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)
Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)
Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)
Other

Members

- FINAL COUNCIL ACTION**
- 2nd
 - 1st & 2nd
 - 3rd
 - Consent
 - V Vote
 - RC Vote

CERTIFIED

MAYOR'S ACTION