



City of Smyrna

Issue Sheet

A Max Bacon
City Hall
2800 King Street
Smyrna, GA 30080

File Number: 2023-072

Agenda Date: 4/3/2023

In Control: City Council

File Type: General ID

Agenda Section:
Consent Agenda

Agenda Number: D.

Department: Parks and Recreation

Agenda Title:

Approval of the closing of the Market Village upper area around the fountain, including blocking vehicle access from Atlanta Road and portions of the Market Village streets/vehicular access and parking for the purpose of special event series on Saturday, September 30, Saturday, November 18, and Saturday, December 2, 2023 titled "College Football Saturday in Smyrna."

Ward 3 Councilmember - Travis Lindley

ISSUE AND BACKGROUND:

A special event highlighting televised college football games was held in 2022 in the Market Village. 2 events were held with each drawing a large crowd. An LED screen and a means of legally broadcasting games was secured and entertainment was hired. The 2023 dates will follow the same formula using the following timeline for each event. As televised game times are not yet available, there may be some slight adjustment to the game start with each date, or it may follow the same timing. (Promotion cannot include the names of teams and/or conferences).

- 3:00 pm - Gates Open (no admission)
- 3:30 pm - 1st game is televised on the LED Screen
- 3:30 pm to 7:00 pm - Entertainment with games and prizes
- 7:00 pm - Watch another big college game!

Street closings include the upper circle area of the Market Village that includes the fountain area and generally includes a designated pedestrian area within and around the fountain and adjoining parking areas to the left and to the right of the fountain area, including the drive and parking spaces between the fountain and Atlanta Road. Parking spaces in front of Atkins Park will be utilized for parking the LED screen trailer. The main area street closings begin at 9:00 a.m. on September 30, November 18, and December 2. Additional street closing may be accomplished in response to attendance after event start which includes a plan for vehicular parking attrition and vehicle access restrictions, but only as/if needed. The plan includes three street closure phases with Phase 1 (9:00 a.m. on each day) being the closures as described above. Phase 2 and Phase 3 would include portions of or all of the access from the fountain down to streets adjacent to the center median in the Market Village from the fountain/event area down to the Cable company and the broker/financial advisor offices. This plan is in place to avoid impacting access to businesses within the Market Village for an extended period of time and only implementing the additional street closure if needed for very high attendance.



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RECOMMENDATION / REQUESTED ACTION:

Staff requests the approval of the closing of the Market Village upper area around the fountain (Phase 1 street closing), including blocking vehicle access from Atlanta Road (including phase 2 and phase 3 of street closing plan) for the purpose of special events on Saturday, September 30, Saturday, November 18, and Saturday, December 2, 2023 titled "College Football Saturday in Smyrna."