



City Council Meeting - Final

February 12, 2024
7:00 PM

- D. ATH2024-031** Authorization for the closing of the upper area of Market Village immediately around the fountain, to include denying vehicle access from Atlanta Road and portions of the Market Village streets as well as parking in areas mentioned for the purpose of special event series on Saturday, September 28, 2024, Saturday, October 19, 2024, Saturday, November 16, 2024 and Saturday, December 7, 2024 titled "College Football Saturday in Smyrna"



City of Smyrna

Issue Sheet

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

File Number: ATH2024-031

Agenda Date: 2/12/2024

In Control: City Council

File Type: Authorization

Agenda Section: Consent Agenda

Agenda Number: D.

Department: Parks and Recreation

Agenda Title:

Authorization for the closing of the upper area of Market Village immediately around the fountain, to include denying vehicle access from Atlanta Road and portions of the Market Village streets as well as parking in areas mentioned for the purpose of special event series on Saturday, September 28, 2024, Saturday, October 19, 2024, Saturday, November 16, 4 and Saturday, December 7, 2024 titled "College Football Saturday in Smyrna"

Ward 3 Councilmember - Travis Lindley

ISSUE AND BACKGROUND:

Three special events highlighting televised college football games were held in 2023 at the Market Village with each drawing a large crowd. One of the city's large LED screens was placed in market village and a means of legally broadcasting games was secured along with games and entertainment for the participants. The 2024 dates will follow the same formula using the following timeline for each event. As televised game times are published, 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 right of the fountain, including the drive and parking spaces between the fountain and Atlanta Road. Parking spaces in front of Atkins Park and Zucca's Pizza are designated for parking the LED screen trailer. The main area street closings begin at 9:00 a.m. on September 28, October 19, November 16, and December 7. Additional street closing may be accomplished in response to attendance after event start which includes a plan for vehicle parking attrition and 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 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



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extended period of time and only implementing the additional street closure if needed for very high attendance.

RECOMMENDATION / REQUESTED ACTION:

Parks and Rec, Public Works and Public Safety staff recommend authorization for the closing of the upper area of Market Village immediately around the fountain, to include denying vehicle access from Atlanta Road and portions of the Market Village streets as well as parking in areas mentioned for the purpose of special event series on Saturday, September 28, 2024, Saturday, October 19, 2024, Saturday, November 16, 4 and Saturday, December 7, 2024 titled "College Football Saturday in Smyrna"

College Football Saturday

September 28, 2024

October 19, 2024

November 16, 2024

December 7, 2024

- **9:00 a.m. - Streets closed** (level 1) with items in place to act on level 2 and/or 3 as needed.
- **2:00 p.m.** – Setup LED screen - need to park in the spaces in front of Atkins Park and next to Moe's. Screen to angle.
- **3:00 p.m. - Gates "Open"** - advertised start of event. Tent in place for Entertainment with power available. Area set up for games & activities
- **3:30 p.m. - 7:00 p.m.** 1st Game begins on LED Screen
- **7:00 p.m. - 10:00 p.m.** (possibly until game end} - 2nd game on the LED Screen.
- **11:00 p.m. - Streets open**

