



To: John McDonough, City Manager

From: Angela Parker, Director of Community Development

Date: July 3, 2014 for Submission onto the July 15, 2014 City Council Agenda

Subject: Public Art – Mural at Morgan Falls Park

Background:

On February 4, 2014 Art Sandy Springs (ArtSS), a volunteer non-profit organization that focuses on the support and procurement of art for the public realm in Sandy Springs, presented a proposal to the City Council for a public mural art program funded with a grant from the Atlanta Hawks Foundation. This program calls for the design and installation of murals by local artists in locations around Sandy Springs.

Discussion:

The first site proposed for installation of a mural is on concrete walls adjacent to an entry ramp leading to the football stadium at Morgan Falls Park. The proposed location and renderings of the proposed mural design are illustrated in the attachment. ArtSS conducted a public input process sharing the mural design via email with the ArtSS and the Sandy Springs Youth Sports email distribution lists. The majority of the comments received by Art SS support the proposed mural. Additionally, a letter of support was received from the President of the Sandy Springs Youth Sports (SSYS) Executive Board.

Prior to installation of the mural, The Hawks Foundation has agreed execute an agreement with the City that requires the Foundation maintain the mural for seven years. If another maintenance agreement is not executed at the end of the seven year period, the agreement requires The Hawks Foundation return the wall to the pre-mural state.

Department of Community Development Recommendation:

Staff recommends the Council approve the design and location of the proposed mural at Morgan Falls Park and authorize the City Manager to execute an agreement with the Hawks Foundation that provides for the maintenance of this mural.

Attachments

- Morgan Falls Mural Power Point
- Letter of Support from SSYS
- Mural Survey Results



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In The Paint, A Mural Project presented by Art Sandy Springs and The Atlanta Hawks

- **Concept for the project was first presented at the February 4, 2014 City Council meeting.**
- **In The Paint is a public art project to be generously funded and sponsored by The Atlanta Hawks in partnership with Art Sandy Springs.**
- **3 to 10 artistic public murals are to be painted by local artists in prominent locations in Sandy Springs.**
- **The idea was presented that public art contributes to the beautification of the City and the goal of Sandy Springs being known as a destination for and home to the arts.**
- **Morgan Falls Youth Sports complex was proposed and accepted by Council consensus as the first location for the first mural.**



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To be accomplished at this Council Meeting

- **Preview a rendering of the art proposed for the Morgan Falls Youth Sports complex walls and receive Council approval to move forward with the project at Morgan Falls.**



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Process for Artist Selection and Public Response

- Artist selected from a pool of local, experienced mural artists that responded to a Call for Artists which included the Creative Guidelines. Artist selected is Dubelyoo, a renowned painter and designer known for his depictions of urban life and culture.
- Artist's rendering of the mural art was emailed to the Art Sandy Springs and Sandy Springs Youth Sports lists for input. The majority of the responses received were positive.

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Morgan Falls Switchback Ramps for proposed mural art



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Right switchback wall features boy with baseball cap and SSYS logo. Sports featured include baseball, softball, football, basketball.

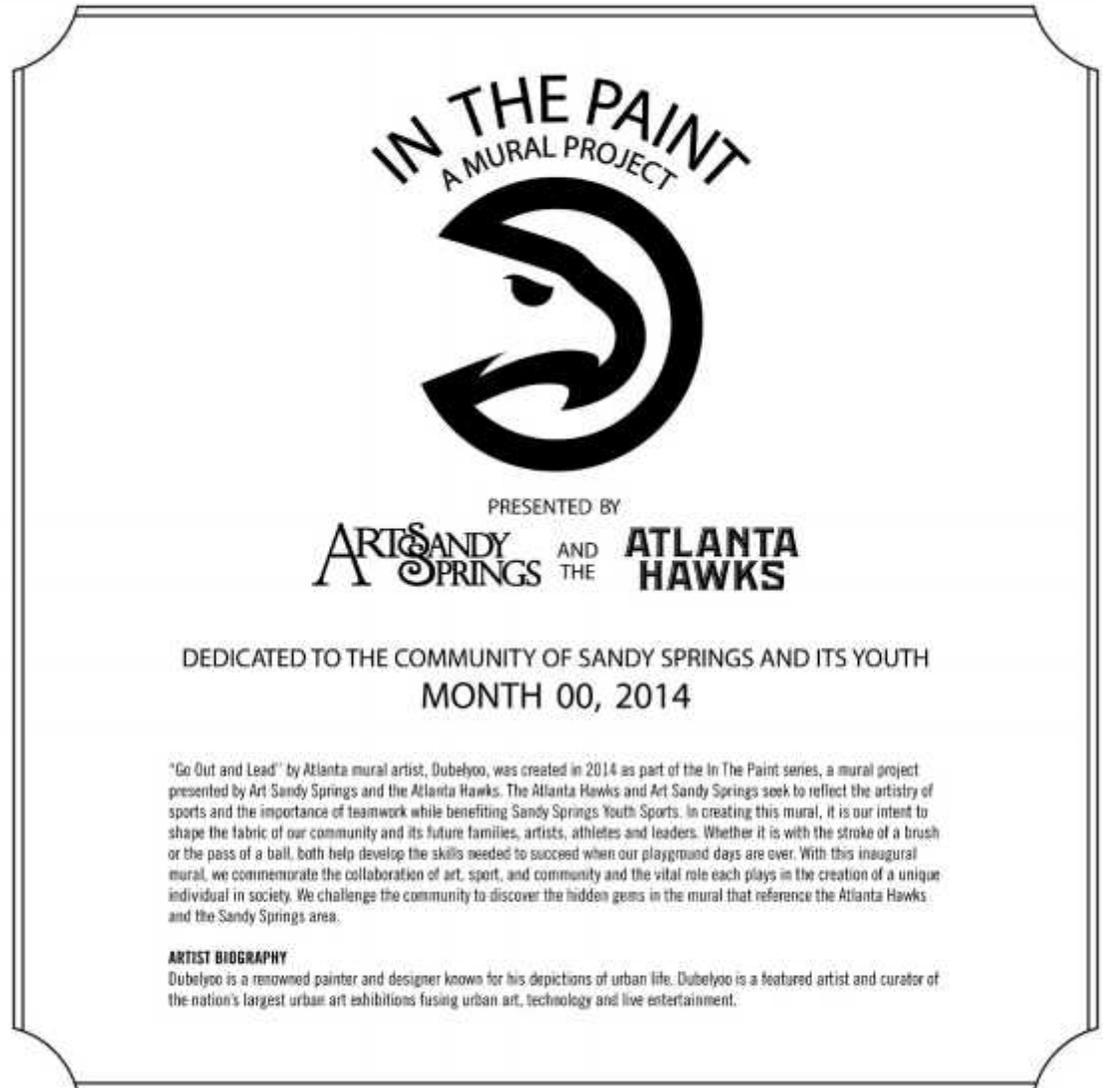
HIDDEN SPORTS ICONS



Left switchback wall features the words PLAY TOGETHER.

Proposed signage

- Proposed for right and left sides.
- Reference wall renderings for placement.



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June 9, 2014

The Sandy Springs Youth Sports Executive Board has discussed and is in favor of the Wall Mural Art Project being installed by Art Sandy Springs and the Atlanta Hawks, on the switchback walls leading to the football stadium.

A handwritten signature in blue ink, appearing to read 'Tom Hutchens', is written over a light blue horizontal line.

Tom Hutchens
President
SSYS Executive Board

Survey Results

Survey Name: Mural Wall_Morgan Falls Feedback Spring 2014

Filter: None

Jun 02, 2014 12:20:44 PM

Answer	Respondent
much better. Like the top half better than the bottom half. The figures are too dark and you can't see the action/movement of the figures very well.	
Love this!	
Great	
love this. shows the community is involved in all sports	
I like the top one somewhat better. I think it has more of a sense of place with the buildings in the background, and I like the portrayal of more realistic children <input type="checkbox"/> However I do not dislike the other. <input type="checkbox"/> <input type="checkbox"/> Sharon	
So that the young brother with the ATL doesn't appear to be <input type="checkbox"/> up from "the ATL" visiting the Sandy Springs boys on either <input type="checkbox"/> side - why not have ATL on one of the caps and switch with <input type="checkbox"/> one of the Sandy Springs logos made larger, on HIS shirt. <input type="checkbox"/> <input type="checkbox"/> It might be nice to have the Towers in two shades of dark and <input type="checkbox"/> light jade green like the actual.	
This all looks good to me. It needs to be strong to carry the subject matter of sports. Suzanne Engel	
I like it!	
Youth hey both look great and truly represent Sandy Springs and young people playing and having fun together	
Wonderful energy. Cannot wait to see them completed.	
I love the bright colors and the close up of the children! it's great!!	
Love left switchback wall, Which is the bottom photo ion this email. The top one : girl on far right,: her mouth looks really odd, and not very appealing.	
Love the theme: Play together. Also lover the silhouettes of kids and the hawk and bird perched in our GreenScape. The big representational mural of more kids (with King/Queen bldgs in background!) includes all kinds of sports and girls AND boys, all of whom play on hundreds of teams all around SS. Good Job!!	
Truly a gift to Sandy Springs to have mural art -- this mural art is perfect for placement at the Morgan Falls Athletic Field -- love it!!! And look forward to seeing it go up, hopefully soon!	
Love the children depicting various sports and the inclusion of the king and queen towers in Sandy Springs. And "Play Together" is the perfect slogan! The mural is fabulous!!!	
I like it that it represents the sandy springs youth diversity in the community and brings public art to a large group!	Anonymous

<p>This is wonderful indeed. A most meaningful art work to encouraging the young generation to reaching out to one another, to play and live together in harmony; as sports brings people together and other endless beneficial. There should be more of these type of art work around the city.</p>	
<p>It looks fantastic. I love the Concourse buildings in the background.</p>	
<p>I would like to see some youth participation....</p>	
<p>Nice sports and boy/girl variety. Colorful, fun. But is one black boy in a football jersey too stereotypical? Maybe have another black kid? Is the girl in purple supposed to be Asian? Murals seem to reflect that Sandy Springs sports participants are mostly white. Pls get some minorities to comment. I am older white male so am just wondering.</p>	
<p>Community feedback is all fine & well, but too much of it borders on oversight and serves to stifle the artist's freedom & creativity. I really liked the previous version and this one too is suitable even though it appears somewhat staged & artificial. A decision needs to be made so that the artist may get to work on the mural!</p>	
<p>Energetic, playful, just right</p>	
<p>The mural is bright, colorful and attractive. It will make people look at it which is important because the mural has a wonderful message; children of different cultures and heritage playing together in SS. I like the subtle Sandy Springs and Atlanta Hawks images. Nice job!</p>	<p>Anonymous</p>
<p>I LOVE IT!</p>	
<p>A great idea and well done..</p>	
<p>Beautiful and so fun! I love that it shows Sandy Springs in all of it's diversity! Love it!</p>	<p>Anonymous</p>
<p>It's wonderful! It has kids playing sports together as well as the king and queen buildings.</p>	
<p>I LOVE IT!! THIS IS SO GREAT TO BRING HAPPINESS TO EVERYONE INVOLVED WITH CHILDREN'S SPORTS! I ALSO LOVE THAT IT TEACHES CHILDREN TO LIVE AND PLAY TOGETHER! BIG THANK YOU TO ARTSS AND THE ATLANTA HAWKS!! LET'S SEE MORE WALL ART IN SS!</p>	
<p>The white kids are all prominent in the painting and the sole black child and Asian child are in the background and the Asian child's mouth looks odd. Why not bring the black kid closer to the front with his arms around the shoulders of the white kids. Would look like everyone was included then but fix the Asian girls smile.</p>	
<p>I would like to see girls playing softball since that's a huge part of the Morgan Falls park. I like the silhouette of the kids vs seeing actual faces and races/ethnicities but would like the basketball played down and softball, baseball increased. I realize the Atlanta Hawks are involved but there's no basketball at Morgan Falls so it's a bit odd. I think baseball and softball are a bigger use of the park then even football.</p>	
<p>Thank you for sending along the revised artwork for the proposed mural. It is obvious that the artist has definitely taken feedback into account and has updated the mural to be more reflective of SSYS's demographics and activities.</p>	
<p></p>	

However, I still have a fundamental problem with having a mural at the Morgan Falls park. While the mural might look fresh and nice when painted, I am concerned about the upkeep of the mural. It will have to be maintained as it starts to show wear, and I don't believe it should be the responsibility of the park (and its already hard-working volunteers) to fund and organize its maintenance. Just because the Hawks organization is willing to fund its installation doesn't mean they are committing to fund its upkeep.

I also believe that murals invite graffiti and other types of vandalism, especially those that include people/faces. There's not many murals around that don't experience some type of prank. These pranks alter the intention of the mural and require cleanup, which would also fall on the park administrators and volunteers. In addition, threat of vandalism puts an added need for security at the park, another added expense and administrative burden the park does not need.

The beauty of the Morgan Falls fields lie in their simple design that relies on natural colors, stone, and clean lines. This mural does not echo that theme. The colors within the design are too bright, and the scene in the mural is much too "noisy" to match the calm excitement the park currently projects.

I vote to keep it out of Morgan Falls. Thank you.
There should be a softball and baseball representative.
Otherwise I think it's great :-)

Thank you for the email and for involving the community. I like the idea of the mural as a whole but I'm left confused by the final product. I know the Hawks are involved, but there IS NO basketball at the park, so it begs the question why is basketball so prominently depicted? What happened to softball and baseball, a HUGE part of the park? I think the first design is a better depiction of the park as a whole.

We have been an SSYS family for 10 years with both our children playing baseball and softball. While we are huge advocates of this project, we are very disappointed by the final drafts.

There are 3 major sports at the park, plus cheerleading. One of those 3 sports is completely left out of the mural renderings and that is SOFTBALL. Baseball is clearly at the forefront, as it always seems at the park, however, to completely ignore softball is simply inexcusable.

I hope that you will be able to make the adjustment to include softball as it represents at least 1/3 of the park families and athletes.

Hello I would like to comment on the mural design that is going to be at SSYS. I understand the hawks are involved but there is no basketball at SSYS.

SSYS is a softball and baseball park, there are no other sports played out of there and this needs to be reflected in this mural.

Thank you for listening. I look forward to seeing a design that reflects the softball and baseball that is SSYS.

I love this project! Feedback I heard from several families on Sunday was that the colors were too bright. They understand it's Art, but think muted colors would be more appealing and more appropriate for our park.

Please don't do the murals at Sandy Springs - I don't think the park needs them - plus we don't even offer basketball at the park. Could you do it Hammond Park, where at least they have basketball courts?

The murals look nice, but they seem to contain ONLY boys! Girls need to be included. If they already are, it needs to be more Thanks!

Softball is a huge sport at SSYS. My 9 year old daughter has played Fall and Spring softball at Morgan Falls for 4 years now and loves it. Please try to incorporate softball into the mural. Thanks!

At first blush this seemed like such a great project and a wonderful community collaboration. The placement of a bright, colorful mural celebrating the young athletes in our community and at our SSYS park...Yeah! BUT, who approved the design that was just sent? In case you are not familiar with activities at the Morgan Falls SSYS Park in Sandy Springs, girls softball and cheerleading, in addition to baseball and football are the four activities that take place at the park. To not honor these strong, hard working and award winning young women and identify them in this mural seems unconscionable. Why is the "face" of this mural a young boy playing baseball...and why do all of the individuals look like boys...including the shadows? Why not elevate girls sports in our own community and make the "face" of the mural a young woman playing softball. Anyone who has been following the softball program in the city of Sandy Springs will tell you that it is growing by leaps and bounds and the girls are breaking records for tournament wins. Celebrate our girls...please! We (as I have talked to many softball parents and players) hope you honor ALL of the young, passionate, hard working athletes that currently and in the future will use this park and enjoy their sports.

Great job! I prefer the top mural with kid faces