



CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council

DATE: January 30, 2014

FROM: John McDonough, City Manager

AGENDA ITEM: Discussion on Public Art - Murals

MEETING DATE: For Submission onto the February 4, 2014, City Council Work Session Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

Memorandum
Presentation

APPROVAL BY CITY MANAGER: JM APPROVED

PLACED ON AGENDA FOR: 2-4-2014

CITY ATTORNEY APPROVAL REQUIRED: () YES () NO

CITY ATTORNEY APPROVAL: _____

REMARKS:

To: John McDonough, City Manager

From: Angela Parker, Director of Community Development 

Date: January 23, 2014 for Submission onto the February 4, 2014 City Council Work Session

Subject: Public Art – Murals

Background:

One of the goals of Art Sandy Springs (ArtSS), a volunteer non-profit organization, is the support and procurement of art for the public realm in Sandy Springs. ArtSS proposes a public mural art program funded with a grant from the Atlanta Hawks Foundation for the design and installation of murals throughout the City.

ArtSS proposes the installation of 3 to 10 artistic murals designed by local artists in prominent locations around Sandy Springs. ArtSS, in their proposal, indicates that public art contributes to the beautification of the City with the goal of Sandy Springs being known as a destination for and home to the arts. Specifically, ArtSS is requesting the following from the City:

- Murals to be recognized as public art
- Letter of support for project to Georgia Department of Transportation (GDOT) for any installations within the right of way of a State Route
- Assistance from City staff for guidance and process management

Discussion:

Currently, Article 33, Signs, of the Sandy Springs Zoning Ordinance provides the following definition:

Sign. Any device, fixture, placard, or structure affixed to, supported by, or suspended by a stationary object, building or the ground that uses any color, form, graphic, illumination, symbol, or writing to communicate information of any kind to the public.

Based on this definition, a mural on private property would be considered a sign, would be limited in its size and design, and would require a permit prior to installation.

Department of Community Development Recommendation:

Staff recommends that Council initiate a text amendment to the Zoning Ordinance to distinguish murals from signs. Additionally, staff recommends the following process for implementation of this component of the public art program:

1. ArtSS sets up Art Sandy Springs Public Mural Art Project review committee
2. City Council review and approval required for each site and mural design
3. Upon Council approval, letter of support can be transmitted to GDOT for any sites within the State right of way.

Alternatives

The City Council could choose to not initiate a text amendment and participate in the proposed public art project.



ArtSS is a 501(c)3 volunteer organization dedicated to elevating the visual, performing, literary, culinary and landscape arts to enrich the quality of life for Sandy Springs, Georgia residents and visitors.

ARTS in the Open

ArtSS in the Open supports and procures art for the public realm of the City.

- 2008 / 2010 – ArtSS procures and gifts to the city 4 sculptures currently at the Sandy Springs Library.



Tumble



Spooky Tooth



Skylark



Turtle Totem

ARTS in the Open

ArtSS in the Open supports and procures art for the public realm of the City.

- 2009 / 2010 – ArtSS procures through sponsorship and installs the planters along Roswell Road.
- 2010 – ArtSS creates and opens a reading garden with a children's peace pole at the Sandy Springs Library.



Downtown Planters



Library Reading Garden



ARTS in the Open

ArtSS in the Open supports and procures art for the public realm of the City.

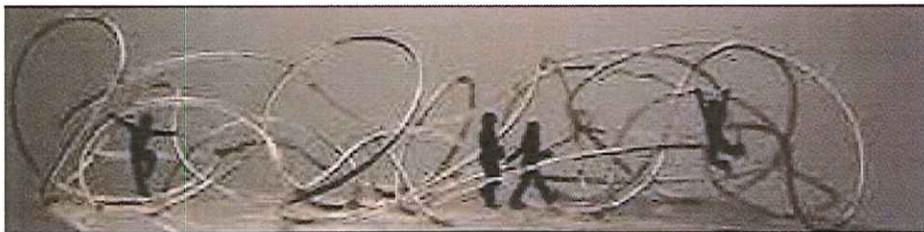
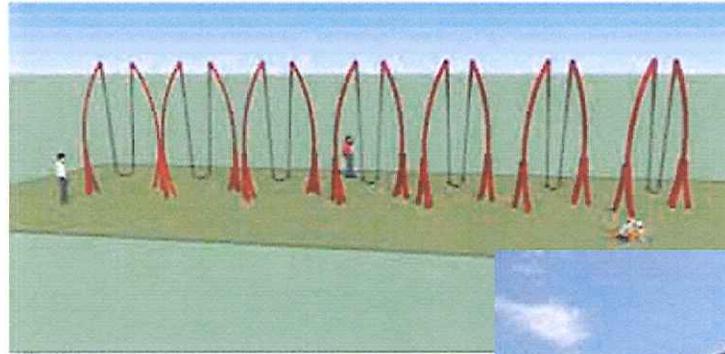
- 2012 / 2013 – ArtSS in partnership with Heritage Sandy Springs hosts the City's 1st and 2nd annual sidewalk art competition called Chalk Walk.



ARTS in the Open

ArtSS in the Open supports and procures art for the public realm of the City.

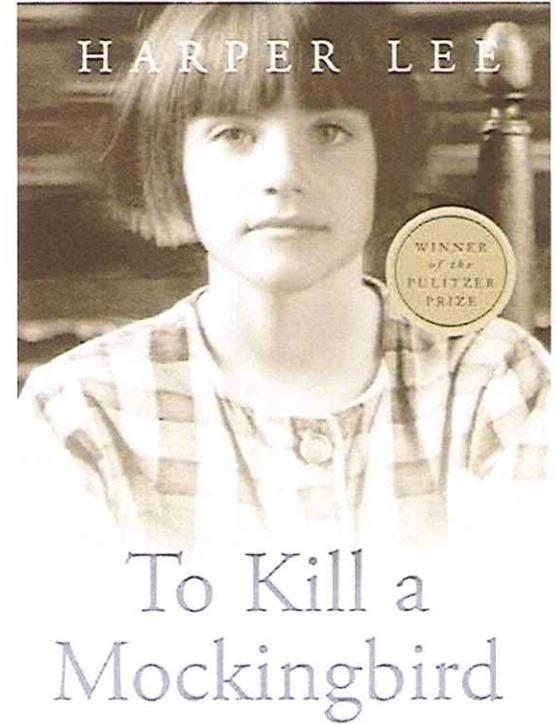
- 2012 – In partnership with the Sandy Springs Conservancy and Northside Hospital, 6 playable art sculptures were purchased for the Abernathy Greenway Linear Park and donated to the City.



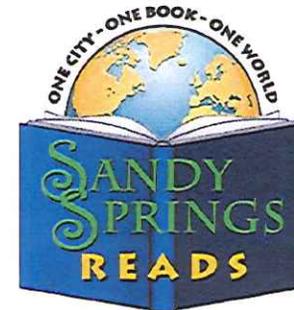
Playable Art Park
at Abernathy Greenway



Showstoppers 2013



Sandy Springs Reads 2013





**Art Sandy Springs Public Mural Art Project,
a public art project to be funded and sponsored by the
Atlanta Hawks in partnership with Art Sandy Springs.**

- **3 – 10 artistic murals by local artists in prominent locations in Sandy Springs.**
- **Public art contributes to the beautification of the City and goal of Sandy Springs being known as a destination for and home to the arts.**

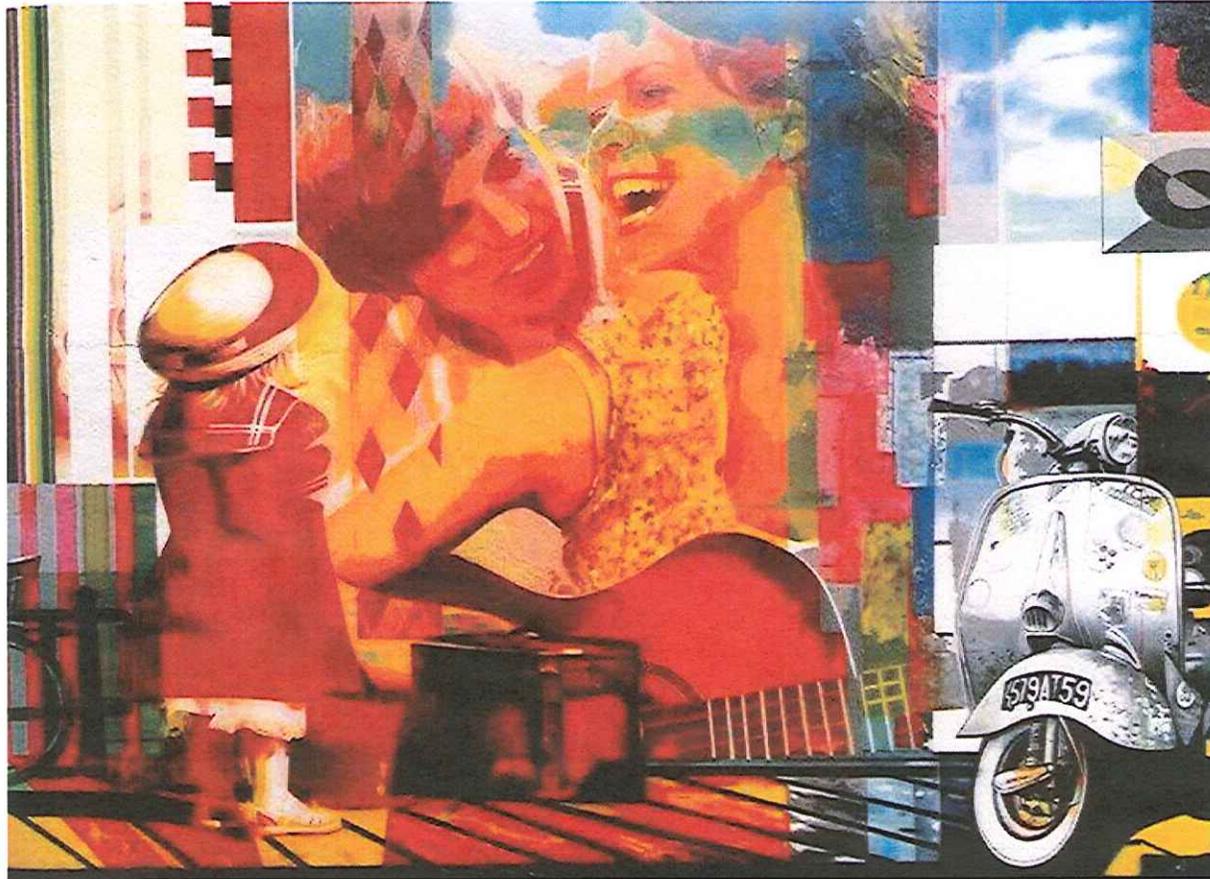


Creative Guidelines

- Pieces must be appropriate for all ages. They will be painted on walls in busy areas where the entire community will be able to see them.
- Art can be conceptual or literal. No graffiti inspired artwork, nor any graffiti elements will be allowed.
- The artwork is not intended to be an ad for the Atlanta Hawks in any way and cannot incorporate images of specific Hawks players, either past or present.
- Should relate to the Atlanta Hawks in some way but should not be literal, for instance:
 - Can be about achievements, commitment and tenacity; a reflection on what it takes to be a role model.
 - Can be related to the spirit/benefits of team sports such as working together toward a goal, commitments, overcoming adversity or winning based on hard work.
 - Can be related to the benefits of athleticism such as sportsmanship and healthy living.
- These murals are considered outdoor pieces of art.

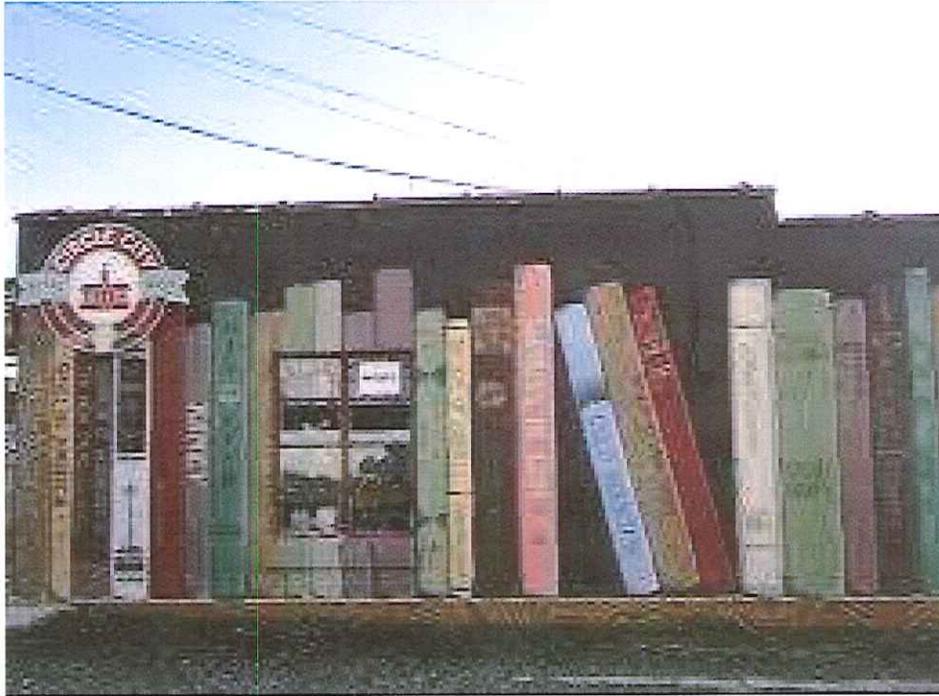


ARTSANDY
SPRINGS





ARTSANDY
SPRINGS



ARTSANDY
SPRINGS



ART & SANDY
SPRINGS



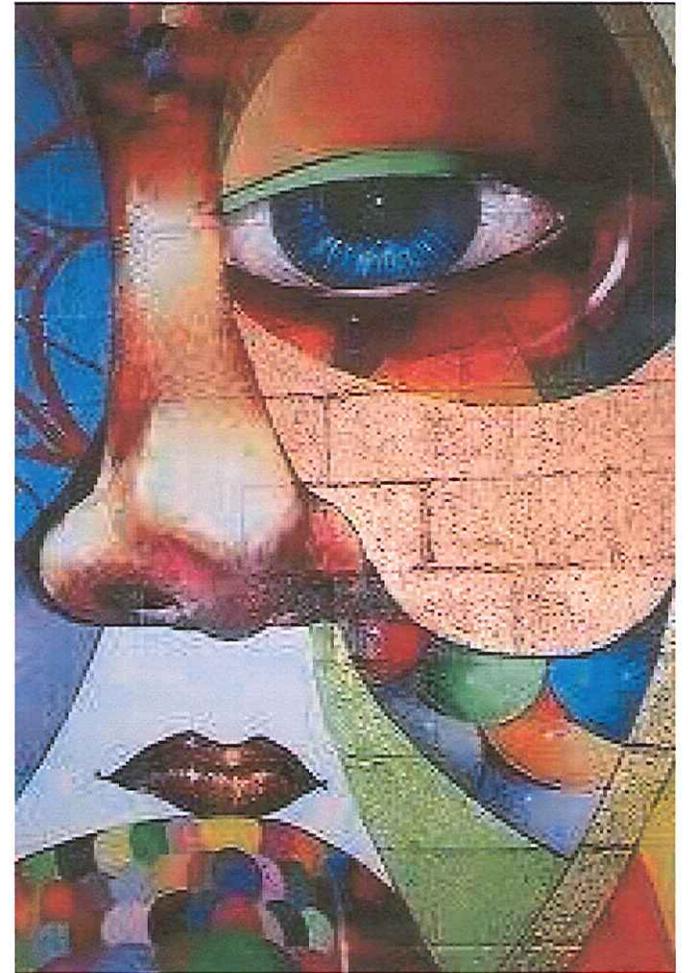
ART SANDY SPRINGS



ART SANDY
SPRINGS



ART & SANDY SPRINGS





- **Funded by the Atlanta Hawks.**
- **Atlanta metro-wide call for artists.**
- **Highly qualified judges as with sculpture projects.**
- **Small credit line for the Atlanta Hawks and Art Sandy Springs.**





3 things requested from the City of Sandy Springs to complete project:

- 1. Murals to be recognized by City of Sandy Springs as Public Art.**
- 2. Letter of support as required by Georgia Department of Transportation for any murals on Highway 9.**
- 3. Assistance from city staff for guidance and process management.**