

12-0-1322

(Do Not Write Above This Line)

AN ORDINANCE

BY COUNCILMEMBER KWANZA HALL

AUTHORIZING THE INSTALLATION OF PUBLIC ART ("ELEVATE SOUTH BROAD MURAL") AT 64, 72, 79, 90, 92, 94, 98 AND 100 ON BROAD STREET, SW AS PURSUANT TO CODE SECTION 16-28.025 OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA; AND FOR OTHER PURPOSES.

ADOPTED BY

OCT 0 1 2012

COUNCIL

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

Date Referred 9/17/12

Referred To: Zoning

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred To \_\_\_\_\_

Zoning

Date 9/17/12

Chair

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

Members

*[Handwritten signatures]*  
Refer 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

Refer To

FINAL COUNCIL ACTION

2nd  1st & 2nd  3rd

Readings

Consent  V Vote  RC Vote

CERTIFIED

CERTIFIED  
OCT 0 1 2012

ATLANTA CITY COUNCIL PRESIDENT

*[Handwritten signature]*

CERTIFIED  
OCT 0 1 2012

*[Handwritten signature]*

MAYOR'S ACTION

APPROVED

OCT 1 0 2012

WITHOUT SIGNATURE  
BY OPERATION OF LAW



**AN ORDINANCE**

**BY COUNCILMEMBER KWANZA HALL**

**AUTHORIZING THE INSTALLATION OF PUBLIC ART (“ELEVATE SOUTH BROAD MURAL”) AT 64, 72, 79, 90, 92, 94, 98 AND 100 ON BROAD STREET, SW AS PURSUANT TO CODE SECTION 16-28.025 OF THE 1982 ZONING ORDINANCE OF THE CITY OF ATLANTA; AND FOR OTHER PURPOSES.**

**WHEREAS**, the Mayor and the City Council of the City of Atlanta are committed to maintaining an attractive city for residents and visitors through the regulation of signs; and

**WHEREAS**, the City Council of the City of Atlanta, and the Mayor must authorize Public Art under Chapter 16 of the 1982 Zoning Ordinance of the City of Atlanta (16-28.025 Public Art); and

**WHEREAS**, the artist has obtained the appropriate preliminary certification from the Director of the Office of Traffic and Transportation, affirming the work will not constitute a traffic hazard or undue and dangerous distraction to motorists or pedestrians; and

**WHEREAS**, the artists have obtained the appropriate preliminary certification from the Urban Design Commission, establishing the work does not contain nor is intended to convey a commercial message primarily, provided that the name of a sponsor may be displayed on an adjacent plaque or similar display that is no more than two square feet in area; and

**WHEREAS**, the artists have obtained the appropriate preliminary certification from the Director of the Bureau of Cultural Affairs, which affirms that the work is not inconsistent with the City of Atlanta’s Public Art Program; and

**WHEREAS**, the artists needs final approval from the City Council and the Mayor, as pursuant to the 1982 Zoning Ordinance of the City of Atlanta and hereby respectfully submits her request for approval of Public Art (Elevate South Broad Mural) at the following sites 64, 72, 79, 90, 92, 94, 98 and 100 Broad Street , SW; and

**WHEREAS**, the council finds that the value to the general public in viewing the work is not outweighed by any existing negative public interests related to aesthetics, additional sign clutter, or the public safety; and

**NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA** as follows:

**SECTION 1:** This ordinance shall authorize Hense, Push, Tilt, Sever and Born to paint artistic murals on the exterior surfaces of eight (8) buildings located at 64, 72, 79, 90, 92, 94, 98 and 100 Broad Street, SW called “Elevate South Broad Mural”, pursuant to the Public Art Section of Chapter 16 of the 1982 Zoning Ordinance of the City of Atlanta (16-28.025 Public Art).



**SECTION 2:** All ordinances or parts of ordinances in conflict with this ordinance are hereby waived in this instance only.

A true copy,

A handwritten signature in black ink, appearing to be "S. L. ...", written over a horizontal line.

Deputy Municipal Clerk

ADOPTED by the Atlanta City Council  
APPROVED as per City Charter Section 2-403

October 01, 2012  
October 10, 2012



**CERTIFICATION FOR THE INSTALLATION OF PUBLIC ART**  
 PURSUANT TO CHAPTER 28A, THE SIGN ORDINANCE  
 OF THE CITY OF ATLANTA 1982 ZONING ORDINANCE

NAME OF SPONSOR City of Atlanta Office of Cultural Affairs  
 ADDRESS 233 Peachtree Street Harris Tower Suite 1700, Atlanta GA  
 TELEPHONE NUMBER 404-546-6980 FAX NUMBER 404-739-0242  
 E-MAIL Chammond@Atlantaga.gov

NAME OF ARTWORK Elevate South Broad Mural  
 MEDIUM OF ARTWORK Exterior Latex Paint

DIMENSIONS exterior surfaces on eight buildings ranging from 1 story to 3 story along Broad Street

PROPOSED LOCATION 64,72, 79, 90, 92, 94, 98 and 100 Broad Street

NAME OF ARTIST(S) HENSE, PUSH, TILT, SEVER, and BORN

**ATTACHMENTS**

- DRAWING OR PHOTO OF WORK
- DRAWING OR REPRESENTATION OF WORK IN CONTEXT TO ITS LOCATION
- ARTIST'S RESUME
- ARTIST STATEMENT REGARDING WORK (information regarding collective exhibit mission)

**1. THE OFFICE OF TRANSPORTATION**

CONTACT PERSON: CUSTOMER SERVICE  
 TELEPHONE & ADDRESS: 330-6699, SUITE 4900, 55 TRINITY AVE., SW

THE OFFICE OF TRANSPORTATION HEREBY CERTIFIES THAT THIS APPLICATION MEETS THE CRITERIA APPLICABLE TO THIS OFFICE SPECIFIED IN SECTION 16-28A.007(q) OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 9/17/2012 SIGNATURE APPROVED *[Signature]*  
TRAFFIC ENGINEER

**2. EXECUTIVE DIRECTOR OF THE URBAN DESIGN COMMISSION (OR DESIGNEE)**

CONTACT PERSON: DOUG YOUNG  
 TELEPHONE & ADDRESS: 404-330-6145, SUITE 3350, 55 TRINITY AVE., SW

THE URBAN DESIGN COMMISSION HEREBY CERTIFIES THAT THIS APPLICATION MEETS THE CRITERIA APPLICABLE TO THIS COMMISSION SPECIFIED IN SECTION 16-28A.007(q) OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

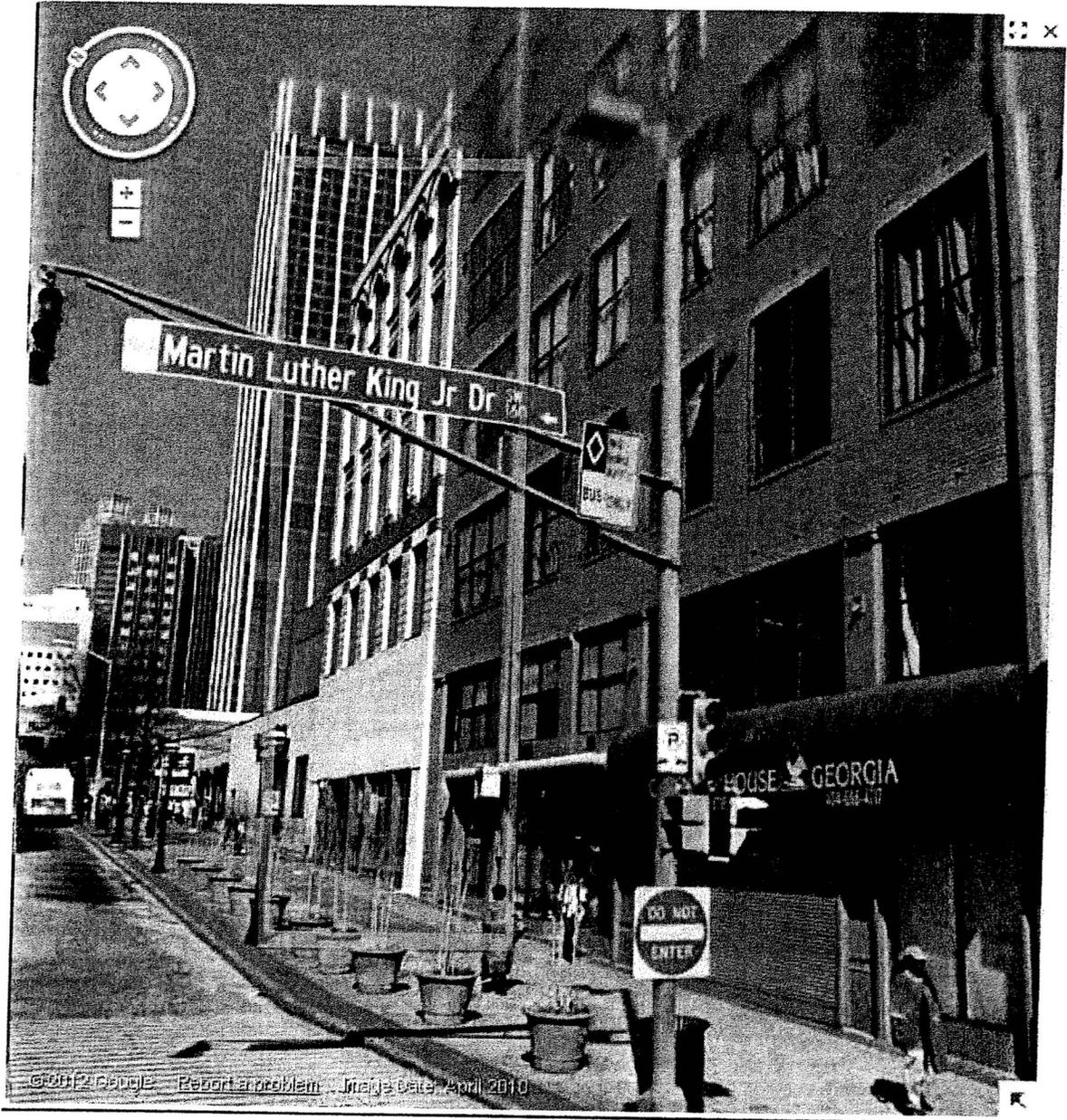
DATE 9/17/12 SIGNATURE *[Signature]*

**3. DIRECTOR OF THE OFFICE OF CULTURAL AFFAIRS (OR DESIGNEE)**

CONTACT PERSON: EDDIE GRANDERSON  
 TELEPHONE & ADDRESS: 404 546-6819 233 PEACHTREE STREET N.E. STE 1700 ATLANTA, GA 30303

THE OFFICE OF CULTURAL AFFAIRS HEREBY CERTIFIES THAT THIS APPLICATION MEETS THE CRITERIA APPLICABLE TO THIS BUREAU SPECIFIED IN SECTION 16-28A.007(q) OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 9/15/12 SIGNATURE *[Signature]*



64 Broad Street

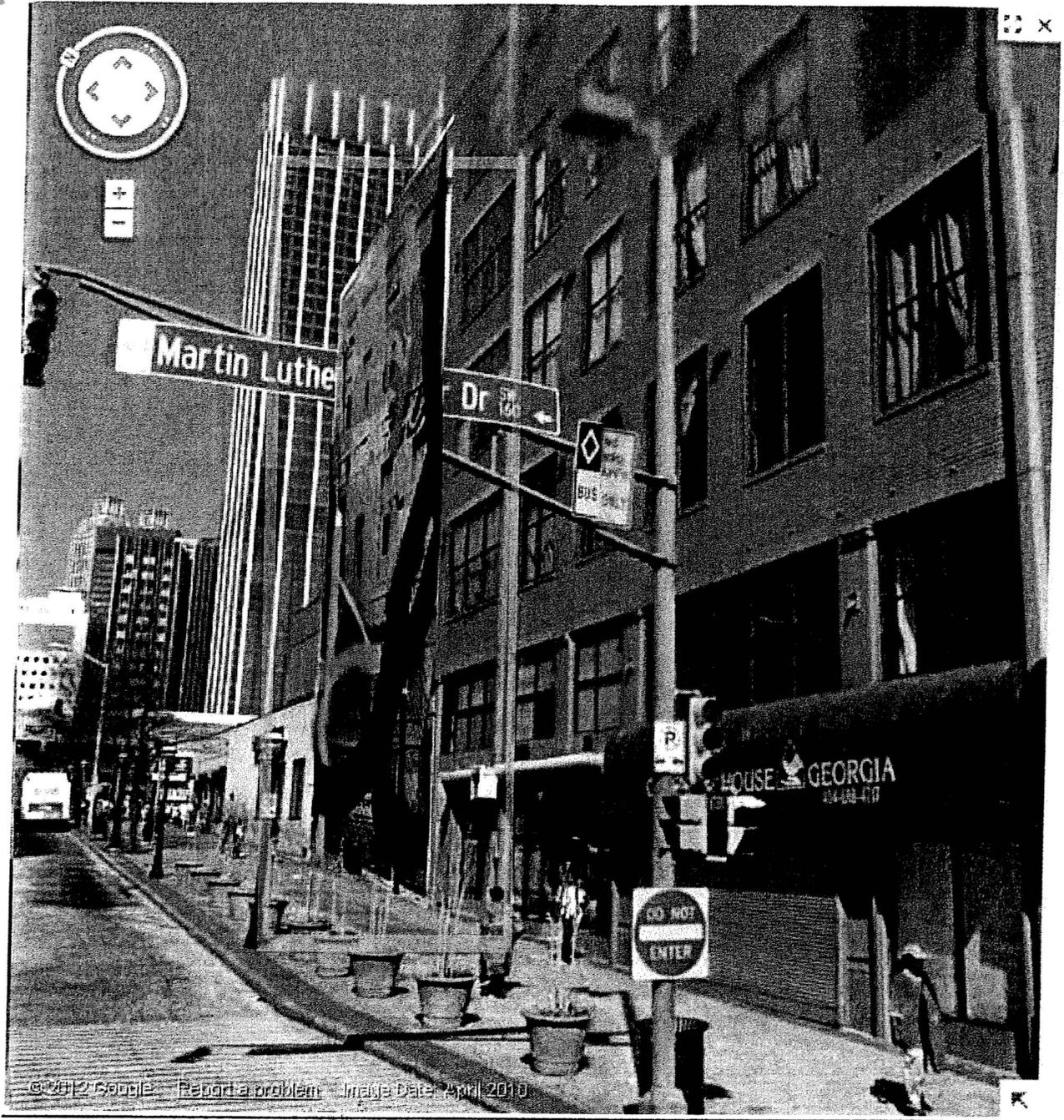
Before

Handwritten notes and signatures:

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9/17/12

*[Signature]*

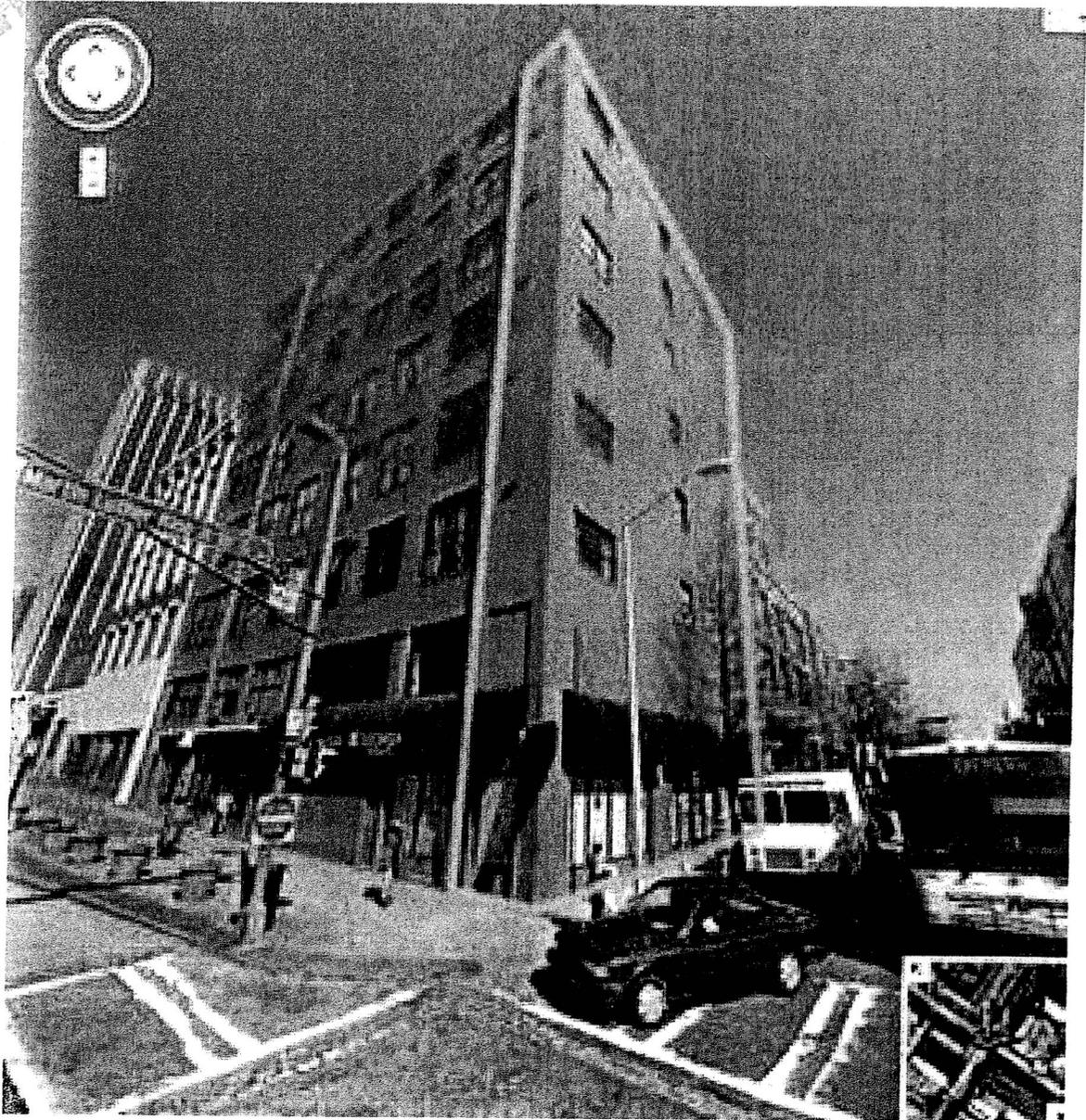


64 Broad Street

After

Hense - Atlanta GA

4/1/12 [Signature]

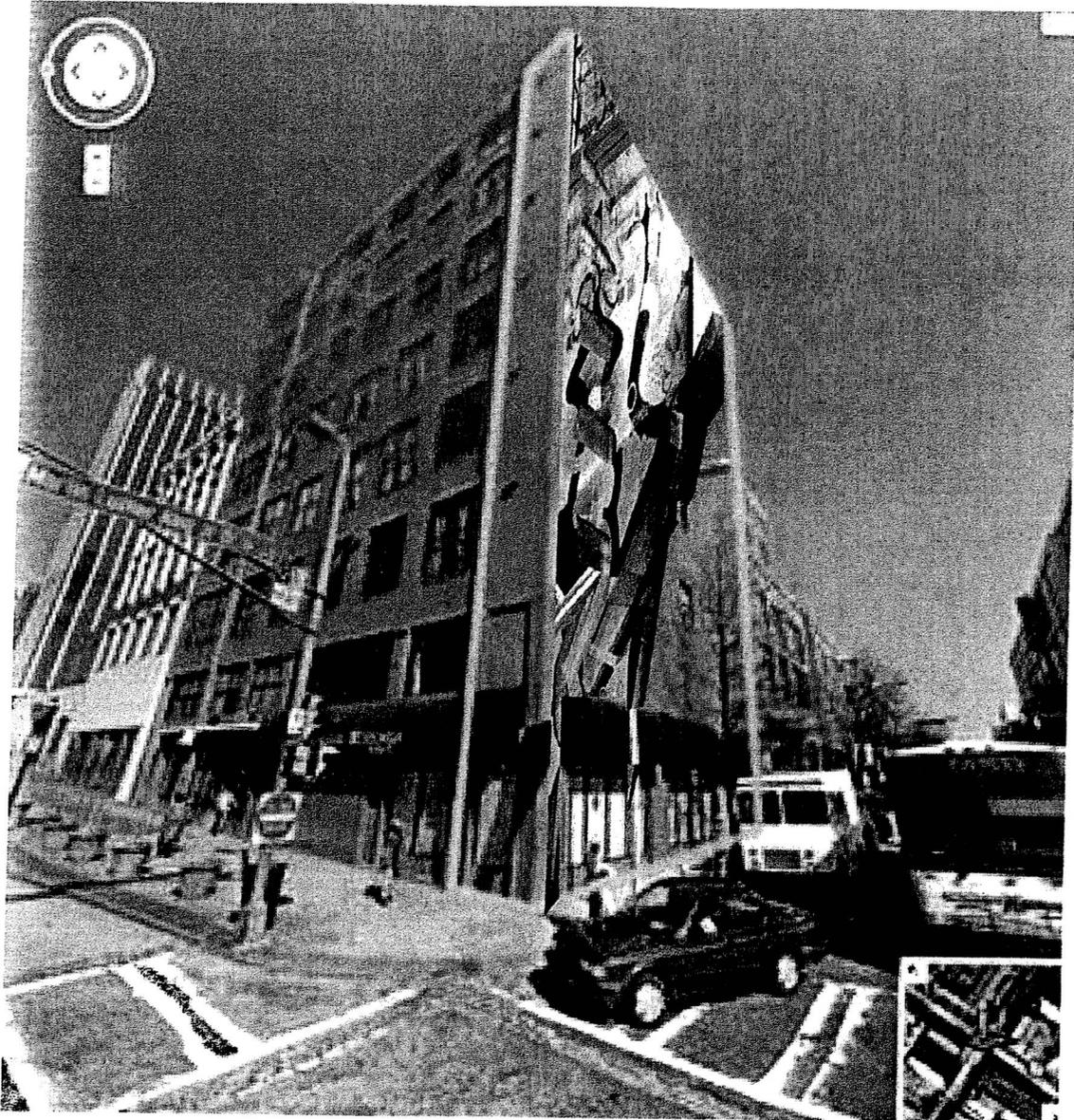


Kessler Building - 72 Broad Street

ATLANTA URBAN  
DESIGN COMMITTEE

- APPROVED
- APPROVED WITH COMMENTS
- REVIEWED & COMMENTED

*William O. [Signature]*



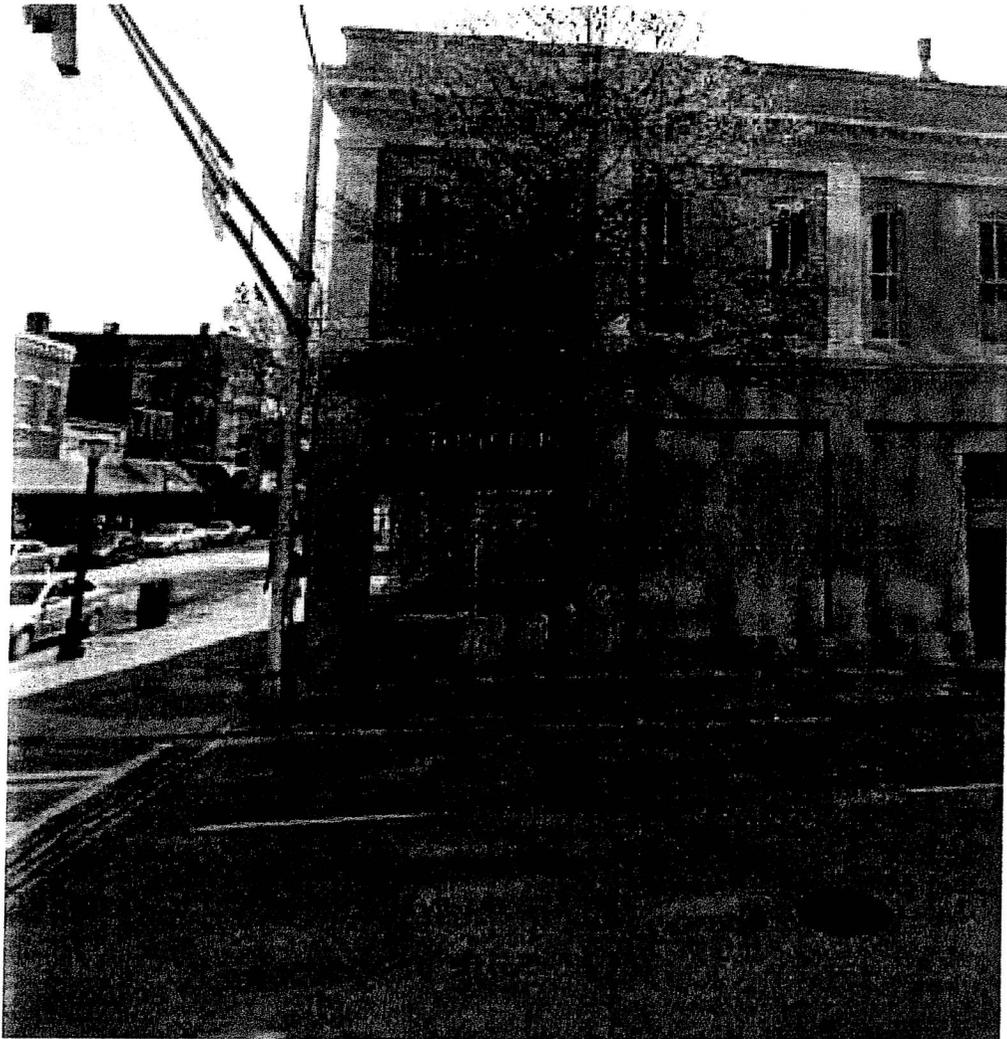
Kessler Building - 72 Broad Street

Born - Atlanta GA

After

✓

9/17/20 D. H. S.



79 Broad Street

Before

9/17/12 Q/HR

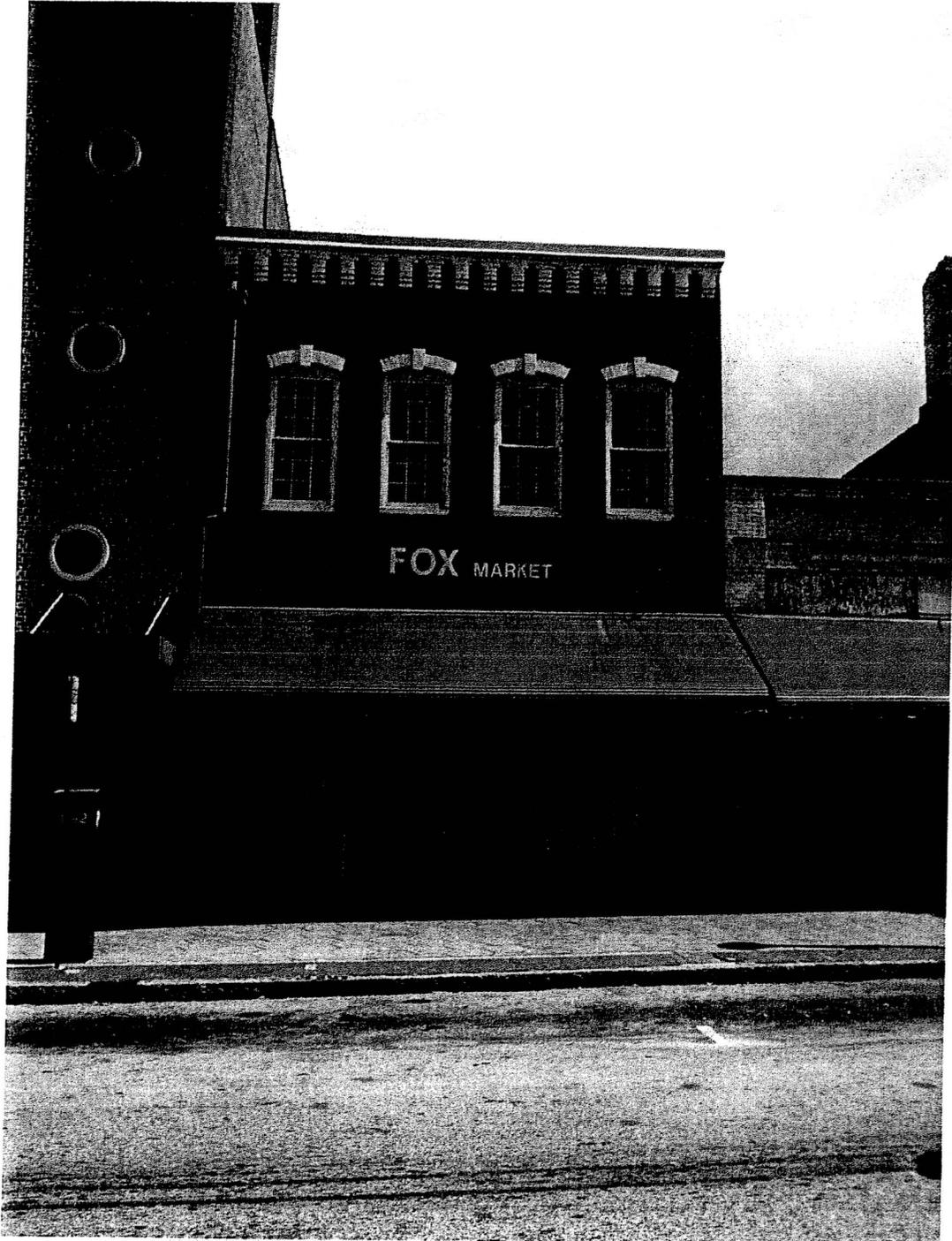


79 Broad Street

After

HENSE - Atlanta, GA

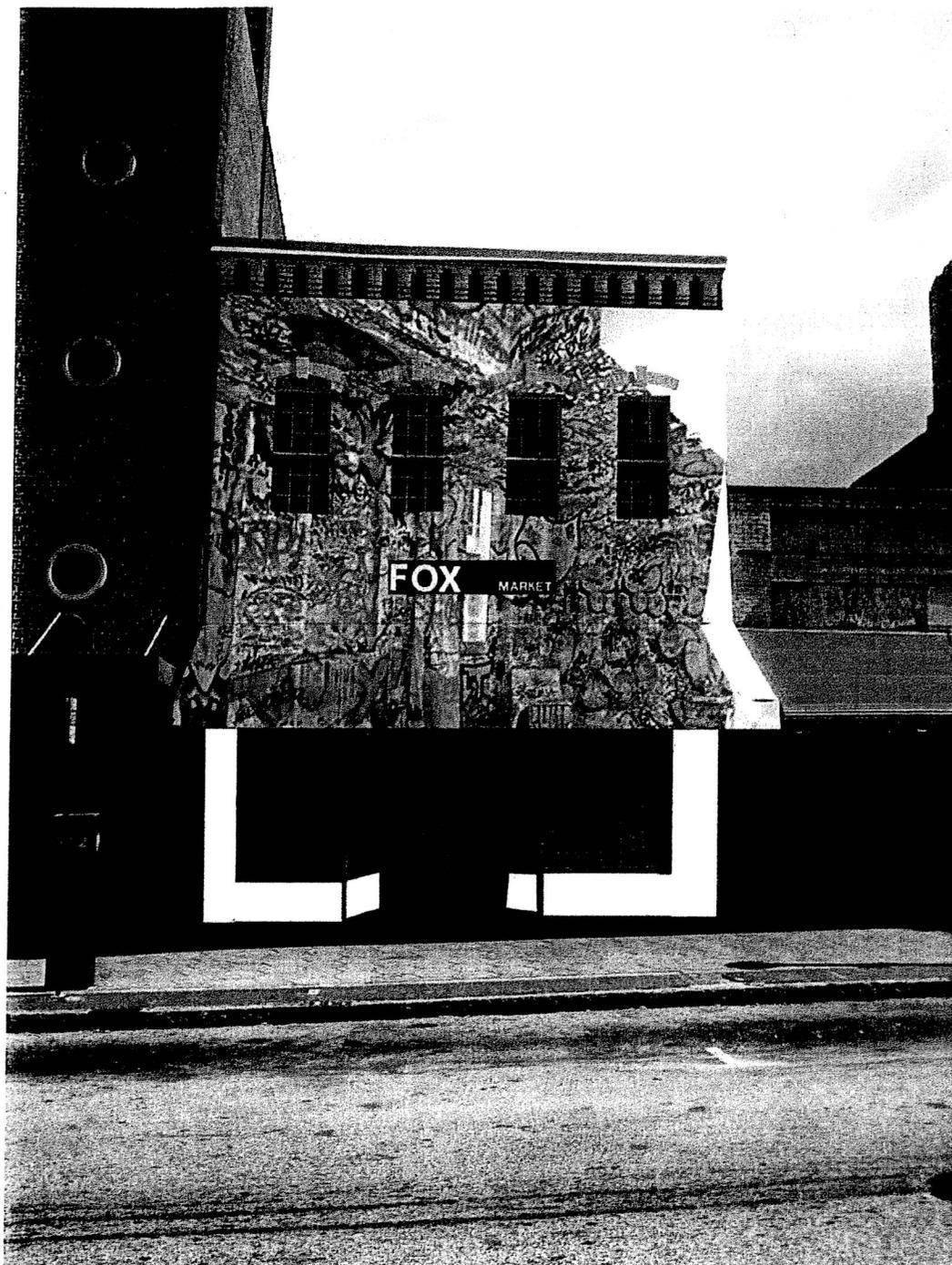
9/1/12 D. HB



90 Broad Street

Before

11/1/2 [Signature]



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90 Broad Street

After

Tilt - Toulouse FR

9/17/12 *[Handwritten signature]*

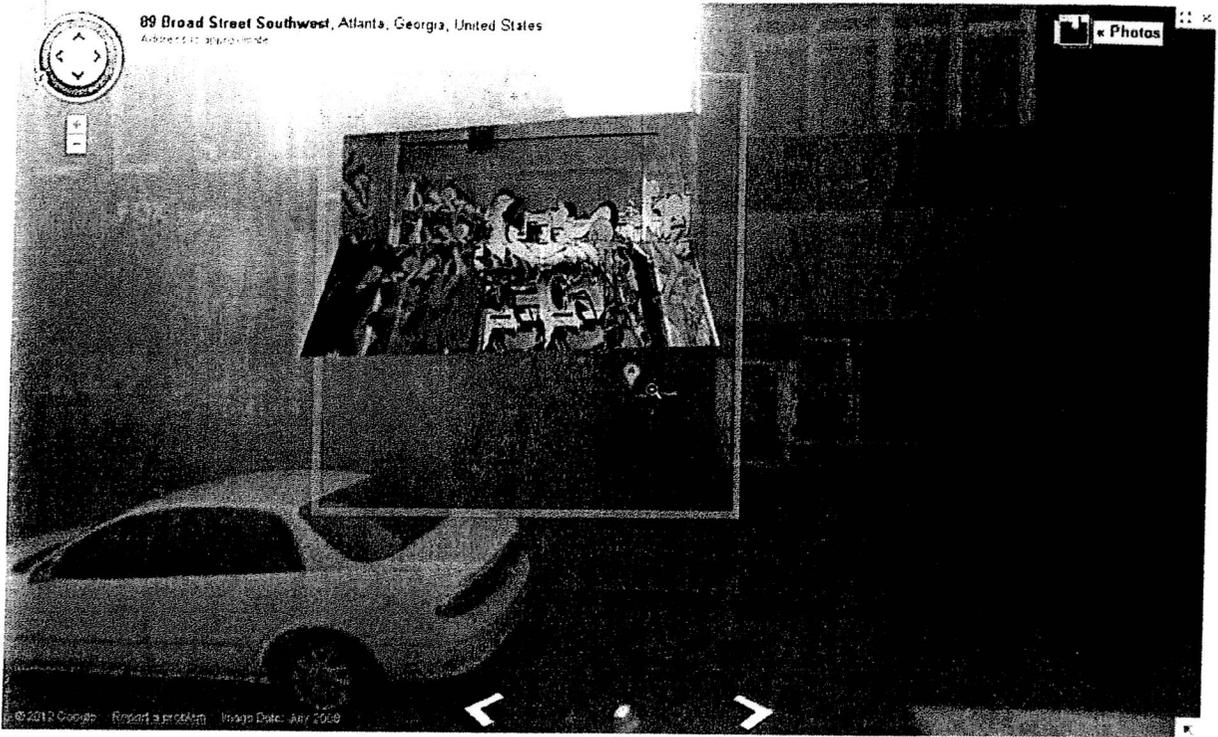


92 Broad Street

Before

6

9/11/12 [Signature]



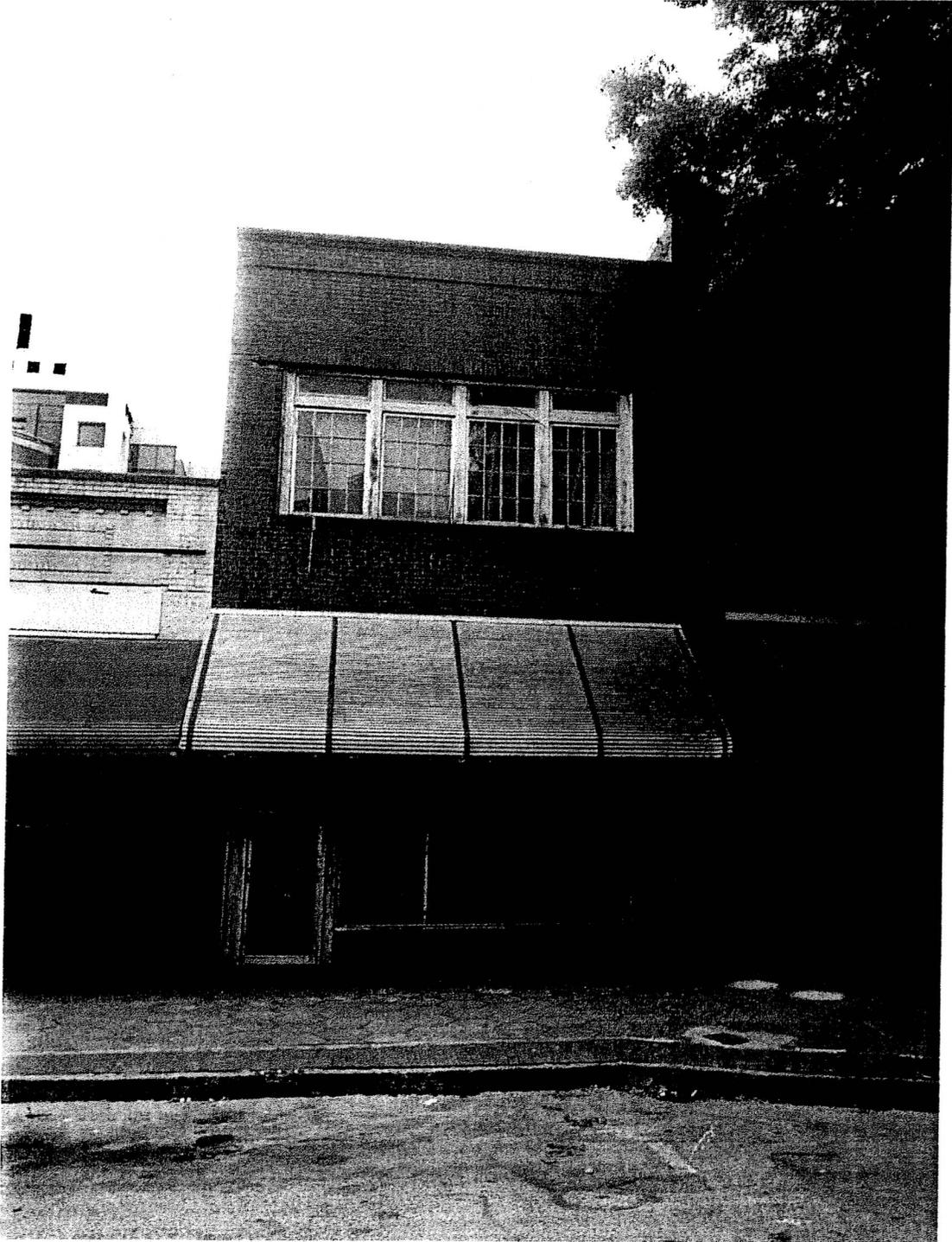
92 Broad Street

After

Sever - Atlanta GA

0

1/24/12 



6

94 Broad Street

Before

9/17/12 *[Signature]*



94 Broad Street

After

PUSH – Los Angeles, CA

b

9/1/11  
PUSH



98 Broad Street

Before

①

9/17/12 *[Signature]*

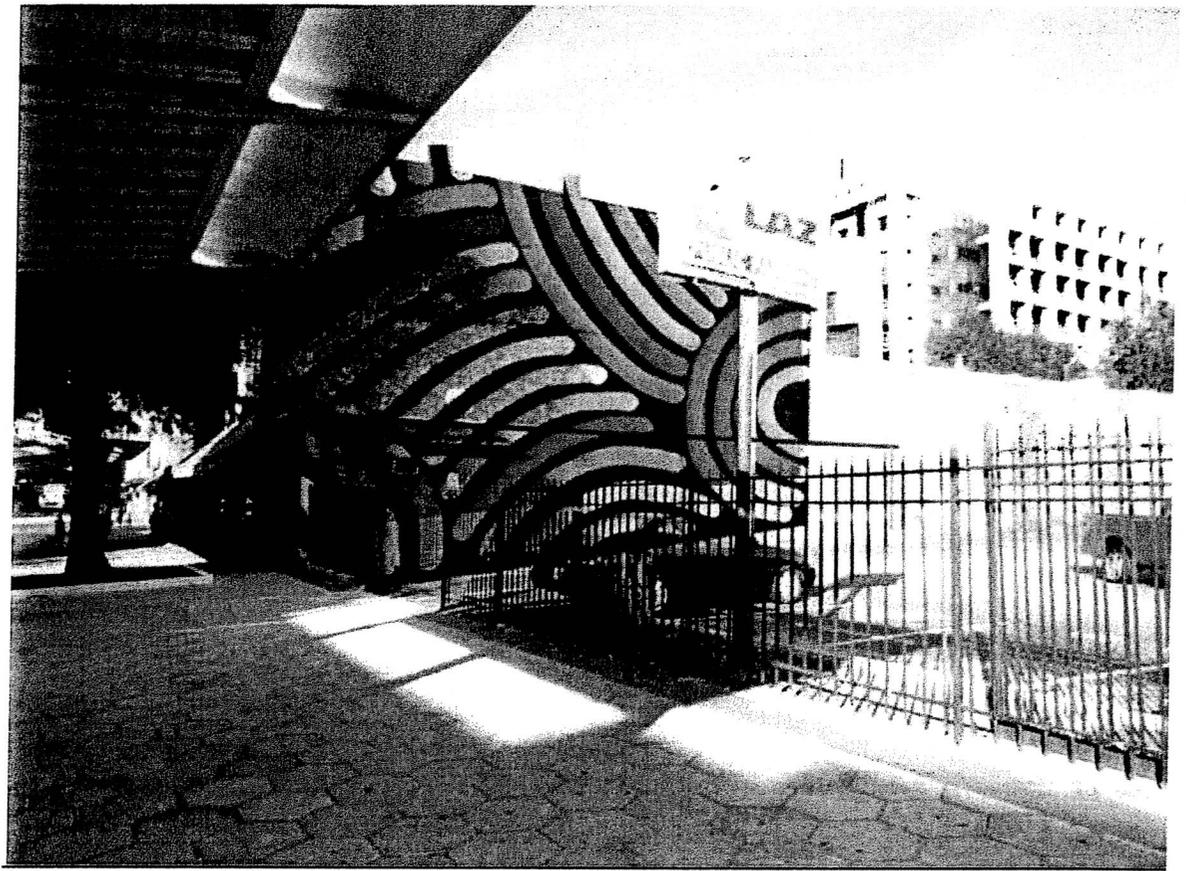


100 Broad Street

Before

x

4/17/12  
*[Handwritten signature]*



98 Broad Street & 100 Broad Street

After

HENSE - ATLANTA, GA

0

4/17/12 *[Signature]*



**HENSE:**

An Atlanta native, Alex Brewer (better known as HENSE) has been working as a visual artist for almost two decades. His free-form paintings and public mural installations incorporate a combination of lines, shapes and organic forms. His work has been described as fluid and playful, and as an explosion of pastels.

HENSE launched his career in the 1990s painting walls and writing graffiti in and around Atlanta. By 1999, he had achieved what is known as "all city status," because his work could be found in almost every neighborhood in Atlanta. In addition, HENSE has produced exterior works across the U.S, and abroad in Spain, France, Japan, Taiwan and Mexico.

As part of his continuing efforts to work amidst the urban landscape, HENSE has adopted a variety of innovative techniques, realizing art in public spaces by means of print-making, painting, and art installations. HENSE opens his solo show September 14th, 2012 at Sandler Hudson Gallery in Atlanta.

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9/17/12 O J/B



## TILT:

Tilt is an internationally recognized traditional graffiti artist, originating from Toulouse in South France. A self declared "graffiti fetishist", he learned his trade in the streets and on trains as a youngster. In the time since he did his first tags on a skateboard ramp back in '88, his ensuing career has been nourished and influenced by extensive travel. Inspirational journeys have seen Tilt exhibit and leave his mark as far and wide as the U.S.A, Hong Kong, Japan, Mexico, Thailand, Australia, New Zealand, Laos, Taiwan, China, Canada, Philippines, Indonesia, Maldivians and in excess of 12 countries throughout Europe.

Tilt published three books of his art and photography title "Egodrips", "PhotoGraffitiTiltism" and "Fetish Bubble Girls". He is now working in collaboration with the French Atlanta Consulate.

4/1/12



**BORN:**

“The collage-like style of pre-communications-age technology and a heavy dependence on wood harkens back to classic twentieth-century artmakers. Indeed, the bio mentions such influences: Robert Rauschenberg, Jasper Johns, Vladimir Tatlin, and Kurt Schwitters. These nostalgic overtones suggest a romanticism in old things, now destroyed” – Karen Tauches

Most recently, The Forward Arts Foundation announced Born as the recipient of the Emerging Artist Award for 2012-13. Born's progression as an artist is notable for moving forward without abandoning the interests and aesthetic themes that have always driven his work.

9/17/12 



**PUSH:**

Push who heralds from Los Angeles has been doing his art across all-terrain, for the past seventeen years. He has traveled to Japan, Italy, Australia, Spain, Taiwan, Korea and across the United States to make and show work. Push's design-based practice has enabled him to slip into such roles as a designer for The Seventh Letter, as well as enabling him to branch into ceramic sculpture.

W

9/17/12 

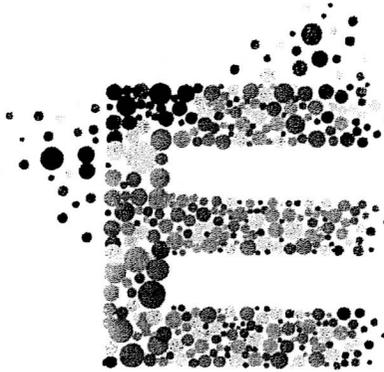


**SEVER:**

Sever is an artist based out of Los Angeles and Atlanta. He has historically been known for his brightly colored typography stemming from the 80's graffiti movement. His most notable recent project is a seven story portrait of John Lewis in downtown Atlanta. This portrait, titled *HERO* was dedicated to Congressman Lewis in early 2012 as a sign of honor, support and recognition for the iconic political figure.

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9/17/12 [Signature]



# Elevate

## **Project: ELEVATE South Broad Mural Project**

The City of Atlanta Office of Cultural Affairs looks to present an arts-place making mural project located at South Broad Street between MLK Boulevard and Mitchell Street. Through OCA's downtown arts commissioning program, ELEVATE, the City of Atlanta Office of Cultural Affairs funds and supports creative artist and organization projects that heighten the cultural experience and improve the economy within our downtown landscape.

ELEVATE South Broad Mural Project will improve the built environment by solving the aesthetic issues on the street with an innovative and creative approach. ELEVATE will commission five well known, award winning artists to produce murals along the facades of five vacant buildings; one artist per building. Property owners will find an increase property value and foot traffic as a direct impact of the murals placement.

With the aid and support of community members, Atlanta Downtown Neighborhood Association and Central Atlanta Progress, this project will provide much needed improvements to the street, sidewalks and buildings. These community aided improvements will include pressure washing of buildings prior to painting as well as rust removal and painting of vendor stands, signage and light posts.

OCA expects national attention to this project due to the caliber of artists selected and the creative nature in which we are able to simultaneously solve aesthetic, economic and quality of live issues within the Atlanta community.

x

9/17/12 [Signature]



## ELEVATE South Broad Mural Project short and long term impact

### **Short term impact of ELEVATE South Broad Mural Project:**

- Aesthetic improvements to the built environment
- Showcase an aesthetically creative space within the downtown landscape
- Increased property values
- Increase foot traffic and tourism to South Broad
- More foot traffic will promote a safer environment for residents and visitors of downtown
- Community aid and support of necessary clean up and improvement projects to the street, sidewalks and buildings
- Rust removal and repainting of city vending structures

### **Long term goals of ELEVATE South Broad Mural Project:**

- Receive food, arts and retail businesses into the newly updated South Broad buildings
- Draw a creative and culturally diverse crowd to inhabit, shop and support the downtown area
- Host tourism events such as art busses and walking tours leaving and returning from South Broad
- Increased economy within the downtown area
- Increased public safety within the downtown area
- Continued improvements to the built environment

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9/17/12 [Signature]



**Letters of Support**

**Elevate South Broad Mural Project supporting organizations:**

City of Atlanta Office of Cultural Affairs

Central Atlanta Progress

Atlanta Downtown Improvement District

Atlanta Downtown Neighborhood Association

Brighten Up Broad

Hands on Atlanta

Love your Block

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9/17/12 [Signature]

RCS# 2329  
10/01/12  
2:48 PM

Atlanta City Council

MULTIPLE

12-O-1319 AND 12-O-1322

ADOPT

YEAS: 11  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 4  
EXCUSED: 0  
ABSENT 1

Y Smith	B Archibong	Y Moore	Y Bond
NV Hall	Y Wan	Y Martin	Y Watson
Y Young	NV Shook	Y Bottoms	Y Willis
Y Winslow	Y Adrean	NV Sheperd	NV Mitchell

MULTIPLE