

**AN ORDINANCE BY
COUNCILMEMBER KWANZA HALL**



AN ORDINANCE AUTHORIZING THE INSTALLATION OF PUBLIC ART (ENTITLED "LIFE ON THE BELTLINE") AT 725 PONCE DE LEON AVENUE N.E., ATLANTA, GEORGIA 30306 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 artists, Jing Li, Hanrou Li, and Sena Kwon, and sponsor, The Kroger Co., have 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, Jing Li, Hanrou Li, and Sena Kwon, and sponsor, The Kroger Co., 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 not more than two square feet in area; and

WHEREAS, the artists, Jing Li, Hanrou Li, and Sena Kwon, and sponsor, The Kroger Co., 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, Jing Li, Hanrou Li, and Sena Kwon, and sponsor, The Kroger Co., have 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 submit their request for approval of Public Art at 725 Ponce de Leon Avenue, N.E., Atlanta, Georgia 30306; 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.

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

SECTION 1: This ordinance shall authorize the placement of artwork (entitled "Life on the BeltLine") at 725 Ponce de Leon Avenue, N.E., Atlanta, Georgia 30306 as 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 only.

CERTIFICATION FOR THE INSTALLATION OF PUBLIC ART
PURSUANT TO CHAPTER 28, "GENERAL AND SUPPLEMENTARY REGULATIONS",
OF THE CITY OF ATLANTA 1982 ZONING ORDINANCE

NAME OF SPONSOR The Kroger Co.
ADDRESS 2175 Parklake Dr Atlanta GA 30345 (office) 725 Ponce de Leon HI GA (store)
TELEPHONE NUMBER 770-496-5399 FAX NUMBER _____
E-MAIL arahn.hawkins@kroger.com
NAME OF ARTWORK Life on the Beltline
MEDIUM OF ARTWORK Painted on side of bldg.
DIMENSIONS 28 ft. x 186 ft.
PROPOSED LOCATION westerly wall of store facing beltline / 725 Ponce de Leon HI GA
NAME OF ARTIST Jing Li, Hanrou Li, Sena Kwon

ATTACHMENTS

- DRAWING OR PHOTO OF WORK
- DRAWING OR REPRESENTATION OF WORK IN CONTEXT TO ITS LOCATION
- ARTIST'S RESUME / Bio
- ARTIST STATEMENT REGARDING WORK

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 16-28.025 OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 10/16/2014 SIGNATURE [Signature]

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 16-28.025 OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 10/14/14 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 16-28.025 OF THE SIGN ORDINANCE OF THE CITY OF ATLANTA.

DATE 10/16/14 SIGNATURE [Signature]

Artist's Bio

Beltline Kroger @ Ponce Mural
725 Ponce de Leo Ave, Atlanta, GA

Jing Li, Hanrou Li and Sena Kwon are students at the Savannah College of Art and Design (SCAD), Atlanta campus, and are earning their degrees in Illustration.



ATLANTA URBAN
DESIGN COMMISSION

- APPROVED - public art
- APPROVED WITH CONDITIONS
- REVIEWED & COMMENTED
- NO REVIEW REQUIRED

10/14/19
DATE


REVIEWED BY

Artist's Statement

Beltline Kroger @ Ponce Mural
725 Ponce de Leo Ave, Atlanta, GA

More than 30 SCAD Atlanta students representing multiple disciplines participated in a 36-hour Design Challenge with the Kroger Co. Students proposed designs for a mural to be installed on the exterior wall of the Kroger store fronting the Atlanta Beltline. Students were tasked with developing designs that reflect the Atlanta Beltline and the surrounding communities. Out of the 30 participants, 3 designs were selected for 1st, 2nd and 3rd place. The first place went to a team of SCAD Illustration students: Jing Li, Hanrou Li, and Sena Kwon. The winning team's statement about the Design Challenge with Kroger: "We thank Kroger so much for giving SCAD students the opportunity to share our art. With our mural design, we wanted to show how Kroger provides healthy food to the Atlanta community and helps families to live and grow together."



ATLANTA URBAN
DESIGN COMMISSION

- APPROVED *public art only*
- APPROVED WITH CONDITIONS
- REVIEWED & COMMENTED
- NO REVIEW REQUIRED

7/16/14 
DATE REVIEWED BY

Kroger on the Beltline at Ponce de Leon Avenue Atlanta, GA Design Development Guidelines for SCAD 24 Hour Design Challenge

Wall Size: 28' x 186' – Please allow a border of at least 5' from the top of the building and at least 6' from the bottom of the building. Also allow at least a 10' side border from the left front corner and 50' side border from the right back corner. The side borders may be larger as needed for proportion.

Kroger Brand: Logo specifications are included in the attached document on Brand Standards Guide. Designs are not required to use the Kroger logo. Designs should not include competitor logos.

Kroger History: Information on the History of Kroger, Our Operations, Company Facts, and our Values can be found at the following link to our corporate website:

<http://www.thekrogerco.com/about-kroger>

Also, attached you will find some excerpts from these pages.

Design Guidelines: Kroger is in process of updating our property and our store facility. **Attached is a sketch of the exterior property improvements in process.** A key part of this project will be the design of the wall of our building which faces the Atlanta Beltline. It is our desire that the mural eventually installed on this wall will represent the communities (including Old Fourth Ward, Poncey-Highland, and Virginia Highland) which we serve in this location as well as our connection to the Atlanta Beltline. Items of importance to Kroger include the following, though all do not necessarily need to be included in the design:

- Customers & Associates
- Company and Community History
- Diversity
- Fresh Foods
- Friendly Service
- Healthy Lifestyles
- Community & Charitable Activities
- Environmental Conservation & Sustainability

(Do Not Write Above This Line)

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

Date Referred: 10/20/14
 Referred To: Zoning
 Date Referred
 Referred To:
 Date Referred
 Referred To:
 Date Referred
 Referred To:

First Reading
 Committee _____
 Date _____
 Chair _____
 Referred To _____

Committee _____ Date _____ Chair _____ Action Fav, Adv, Hold (see rev. side) Other _____ Members _____ Referred To _____	Committee _____ Date _____ Chair _____ Action Fav, Adv, Hold (see rev. side) Other _____ Members _____ Referred To _____
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FINAL COUNCIL ACTION
 2nd 1st & 2nd 3rd
 Readings
 Consent V Vote RC Vote

CERTIFIED

MAYOR'S ACTION