



CULTURAL ARTS COMMISSION MEETING MARCH 22, 2022

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:00 PM

- I. CALL TO ORDER**
 - a. Welcome New Commissioner, Melody Cookson, and New Alternate, Alicia Burr, to the Cultural Arts Commission**
 - b. Swearing In and Signing of Oath of Office for Dianna Smeal, Gene Andrews, Melody Cookson, Michael Barsky, and Alicia Burr**
- II. ROLL CALL**
- III. ITEMS FROM STAFF**
 - a. March 2022 Commission Report**
- IV. APPROVAL OF MEETING MINUTES**
 - a. January 25, 2022 Meeting Summary**
- V. PUBLIC COMMENT**
- VI. UNFINISHED BUSINESS**
- VII. NEW BUSINESS**
 - a. Public Art Review - Lilly Pulitzer Avalon**
 - b. Street Performer Application**
- VIII. ITEMS FROM COMMISSION MEMBERS**
- IX. ADJOURNMENT**

Cultural Services Report -- March 2022

1- Upcoming Cultural Happenings

***Online Calendar* <https://www.alpharetta.ga.us/government/departments/recreation-parks/cultural-services>

- ***The Art of Speculation Gallery Exhibit*** / Alpharetta Arts Center Gallery / *Opens April 11 / Alpha Arts Guild presents...Art can make you think, reflect and speculate about the world around you*
 - i. ***The Art of Speculation Gallery Reception*** / Alpharetta Arts Center Gallery / 5 – 7pm / *Art, wind and hors d'oeuvres accompanied by the Milton High School Orchestra*
- ***Alpharetta Music Club Monthly Performance***– Tiffany Uzoijo, Soprano / Sunday, April 10 / 3-5pm / Arts Center Black Box / \$30 Ticket at <https://alpharettamusicclub.com/> (includes classical music show, wine and hors d'oeuvres)
- ***Adaptive Art w/ Lionheart*** – Mixed Media / March 31 / 4:30pm / Crabapple
- ***Creative Hang-Ups Gallery Exhibit*** presented by Village Park Milton / Alpharetta Arts Center Studio Gallery / April 12 – May 1
 - i. ***Creative Hang-Ups Gallery Reception*** presented by Village Park Milton / Alpharetta Arts Center Studio Gallery / April 18 / 4pm

2- Arts Center & Cultural Event

- **Summer Camp Guide** – Arts Center & Log Cabin Offering 23 camps this summer
- **New Rental Process at the Alpharetta Arts Center** – Going well with 11 Events booked from January including Sideways Contemporary Dance Performance week to Coldwell Banker Black Box Meeting today to a Wedding Reception in June.
- ***Paint the Town ~ Alpharetta Plein Air Event*** ---confirmed Tues-Sat, May 17-21
 - i. Five Day Artist Invitational and Competition
 1. Various locations around Alpharetta
 2. Arts Alpharetta, in partnership with the City of Alpharetta Recreation, Parks, and Cultural Services and the Alpharetta Convention and Visitors Bureau, hosts the 2nd annual Paint the Town event — a fabulous plein air painting competition.
 3. A 5-day invitational began on May 17th with a workshop with artist and several days of painting on location around the City of Alpharetta.
 4. The event culminated on Saturday, May 21st.
 5. Event will include a Wet Paint Tent at City Center, a Quick Draw competition, and the opening reception and awards ceremony at the Alpharetta Arts Center.

3- Music

- ***Music Match Program*** - Launching original program with 50/50 match requirement



CULTURAL ARTS COMMISSION MEETING JANUARY 25, 2022

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:00 PM

I. CALL TO ORDER

Elicia Taylor, Administrative Office Coordinator, called the meeting to order at 6:01 p.m.

II. ROLL CALL

a. Commission Members

- Dianna Smeal (Chair)
- Gene Andrews (Vice - Chair)
- Shital Foster
- Sabine Genet
- Sumita Patel
- Melody Cookson (Voting Alternate)
- Michael Barsky (Absent)

b. Staff

- Morgan Rodgers, Director of ARPS
- Michael Woodman, Planning & Development Services Manager
- Kim Zane, Cultural Services Manager
- Elle Taylor, Administrative Office Coordinator

c. Council

- John Hipes
- Brian Will

d. Swearing in of Commissioner Foster and Commissioner Patel

e. Election of Chair and Vice-Chair for 2022

❖ Commissioner Genet nominated Commissioner Smeal as Chair for 2022.

- Commissioner Cookson seconded the motion.
- The motion was approved (6-0)

❖ Commissioner Genet nominated Commissioner Andrews as Chair for 2022.

- Commissioner Cookson seconded the motion.
- The motion was approved (6-0)

f. Welcome Commissioner Foster, Commissioner Patel and New ARCPS Liaison Councilman Hipes

III. APPROVAL OF MEETING MINUTES

a. December 15, 2021, Meeting Summary

- ❖ Commissioner Genet offered a motion to approve.
 - Vice-Chair Andrews seconded the motion.
 - The motion was approved (6-0)

IV. NEW BUSINESS

a. North Point EcoDistrict Placemaking Plan - Michael Woodman, Planning & Development Services Manager

- Time of North Point LCI to North Point Placemaking Plan
- EcoDistrict Concept and how it relates to Cultural Arts
- Branding of area as green, sustainable
- Big Creek Greenway
- North Point Overlay District Map
- River of Trees Concept
- District Threshold Concepts
 - The Lattice
 - The Alpha
 - Inspired by the natural environment of the Big Creek Greenway and the larger Piedmont ecoregion.
- Arbor Structures – human-scaled interpretation of the larger District Thresholds.
- Concepts of structures and lighting.
- Big Creek Arbors- Vertical gardens, serve as greenway entrance experience.
- Greenway Moments – creative use of industrial and organic materials to provide visual interest and interpretive learning opportunities.
- Creative use of natural materials
- Map of Recent/upcoming projects in the district
- Council may condition final approval of monuments, structures to the CAC.
- Maintenance will be responsibility of HOA or Commercial Development.
- Sustainable, natural, recycled materials.
- North Point Overlay Design Guidelines
- There was discussion from Director to the Commission

b. Cultural Grant for Services/Art Leader Groups - Reactivate Funding

Kim Zane, Cultural Services Manager, and the Commission discussed reactivation of funding which ended after 2019.

- Support for Local Art Leader Groups total \$28000
- For 2022, proposing \$4000 be granted to Arts Alpharetta and the remaining \$24000 be divided equally among remaining groups who apply and are approved
- Discussed Grant Application
- Discussed process and accountability for approval of funds
- Clarified that temporary art in City Center is a separate budget
- Currently there are no restrictions on how many times groups receive grant funding
- Process will be reevaluated after 2022

V. ITEMS FROM STAFF

a. Kim Zane - Cultural Services Manager

Cultural Services Report

- **Harry Potter Day**
- ****Online Calendar** <https://www.alpharetta.ga.us/government/departments/recreation-parks/cultural-services>
- ***How a Song Can Change Your Life* Podcast** / Jenn Bostic - Arts Center Black Box Podcast Released Dec 12: – Listen on all major podcast outlets and at asongcanchangeyourlife.com & watch at [facebook.com/homebydark](https://www.facebook.com/homebydark)
- ***From the Artist's Studio: Mark Braught, Laura Freeman, and C.F. Payne* / Alpharetta Arts Center Gallery / Through Feb 4, 2022**
 - Illustrator Exhibit with original *Harry Potter's* paintings and sketches; Coretta Scott King Illustrator Award for *Hidden Figures*; and illustrator with images in *Time Magazine*
- ***Maytag Virgin* presented by ACT1 Theater** / Feb 11 & 12, 18 & 19 / Alpharetta Arts Center Black Box / \$20 Tickets at <https://act1theater.org/shows>
- ***Live Discussion with Ngor Kur Mayol*** – Inspiring story of survival as a former Lost Boy of Sudan / Feb 10 / 7pm / Alpharetta City Hall Community Room / Free
- ***Official Bob Ross Technique Class*** / Feb 12 / 10am-2:30pm / Register
- ***Alpharetta Music Club Monthly Performance***– Ryan William Gregory, Violist & Violinist / Sun, Feb 13 / 3-5pm / Arts Center Black Box / \$30 Ticket at <https://alpharettamusicclub.com/> (includes classical music show, wine and hors d'oeuvres)
- ***The Potter's Hand Gallery Exhibit*** / Opening Feb 8 & Reception Feb 19 at 4:30pm / Alpharetta Arts Center Gallery / Free
- ***JaVonne Jones Electric Violin Performance*** / Feb 26 / 7pm / Alpharetta Arts Center Black Box / Free
- **Black History & Celebrations Committee Update** – Ongoing in 2022
- **Public Art & History**
- Studio Movie Grill Mural – Completed & Artist Unveiling
- New Guide for Arts Center
- Online Story Map Tours Available on the City Website / Arts & Culture
 - i. Public Art:
<https://alpharetta.maps.arcgis.com/apps/MapTour/index.html?appid=cfa5e8876ca847818df8c23bf282d367>

- History:
<https://alpharetta.maps.arcgis.com/apps/MapTour/index.html?appid=db252f4c790b45e1af0184eddbbfdca3>

VI. UNFINISHED BUSINESS

- **Street Performers Policy Update**

VII. ITEMS FROM COMMISSION MEMBERS

- Commissioner Genet requested better way of distributing Cultural Happenings information to individuals and organizations
- Staff discussed Arts & Culture page on City website as well as Linked Instagram page. Staff will think about more ways to distribute information.

VIII. DIRECTOR

- Director Rodgers introduced new APCS Liaison Council Member, John Hipes.

IX. COUNCIL

- Council Member Hipes gave brief statement on the City of Alpharetta and cultural happenings.

X. ADJOURNMENT

Chair Smeal adjourned the meeting at 7:03 p.m.



Public Art Review

Date: 3/7/22

Review Committee: Arts Alpharetta - Nancy Murphy, Ben Hollingsworth, & Shelton Cochran

Applicant(s) In Attendance: Chrisantha Simolaris csimolaris@sargarch.com, Johan Ahlqvist jahlvqvist@lillypulitzer.com, Michael Greeby michael@workshop-mg.com

Public Art Piece: Lilly Pulitzer storefront at Avalon

Comments and Recommendations:

- 1- Application is presented is for an Avalon business storefront.
- 2- Quality and Construction / Durability of piece – Sign will be installed by a third-party vendor; reference maintenance plan for materials and expected longevity.
- 3- Ensure the type of materials and product takes into consideration the humid weather in Georgia.
- 4- Who owns the maintenance of the piece? Michael Greeby stated that future replacement of the piece and conditions for when a sign / piece would need to be renewed and maintained is in the lease agreement between Avalon and Lilly Pulitzer.
- 6- Graphics seems to be appropriate for the plan that Avalon has for businesses.
- 7- Piece represents branding for Lilly Pulitzer and aligns with original prints that are created for clothing and sold in all stores.
- 8- Michael Greeby – Trend in redesign areas like this is variety of spaces with more art & expression combined with color & vibrancy. Past trend was monotone, so new goal is to enliven the environment and be more creative by adding art to commercial signs, storefront spaces.
- 9- Public Art Review Committee requested: “While we are doing this public review, this is not a mural for art’s sake or for the sake of public art review. This piece is an extension of signage and branding for the Lilly Pulitzer. Our recommendation is for Community Development / Design & Review Board to revisit sign limitations for allowing for extended branding to be in more alignment with current trends in retail facilities. Michael Greenby indicated this was a direction Avalon was going.”
- 10- Nancy Murphy - Moving forward, the Review Committee would like to request another definition and evaluating criteria for reviews that are like Lilly Pulitzer and a Nike as both represent an extension of a sign / branding. They are not murals but fit a category of enriching the environment through artistic “branding” with enhancement features to signs. These types of Public Art Applications need artistic direction but are not considered by the Public Art Committee to be fine art or murals. They agree that digital art is art, but not when utilized for branding purposed. This should be reviewed as an extended sign or an enhancement feature to a sign.

Lilly Pulitzer®

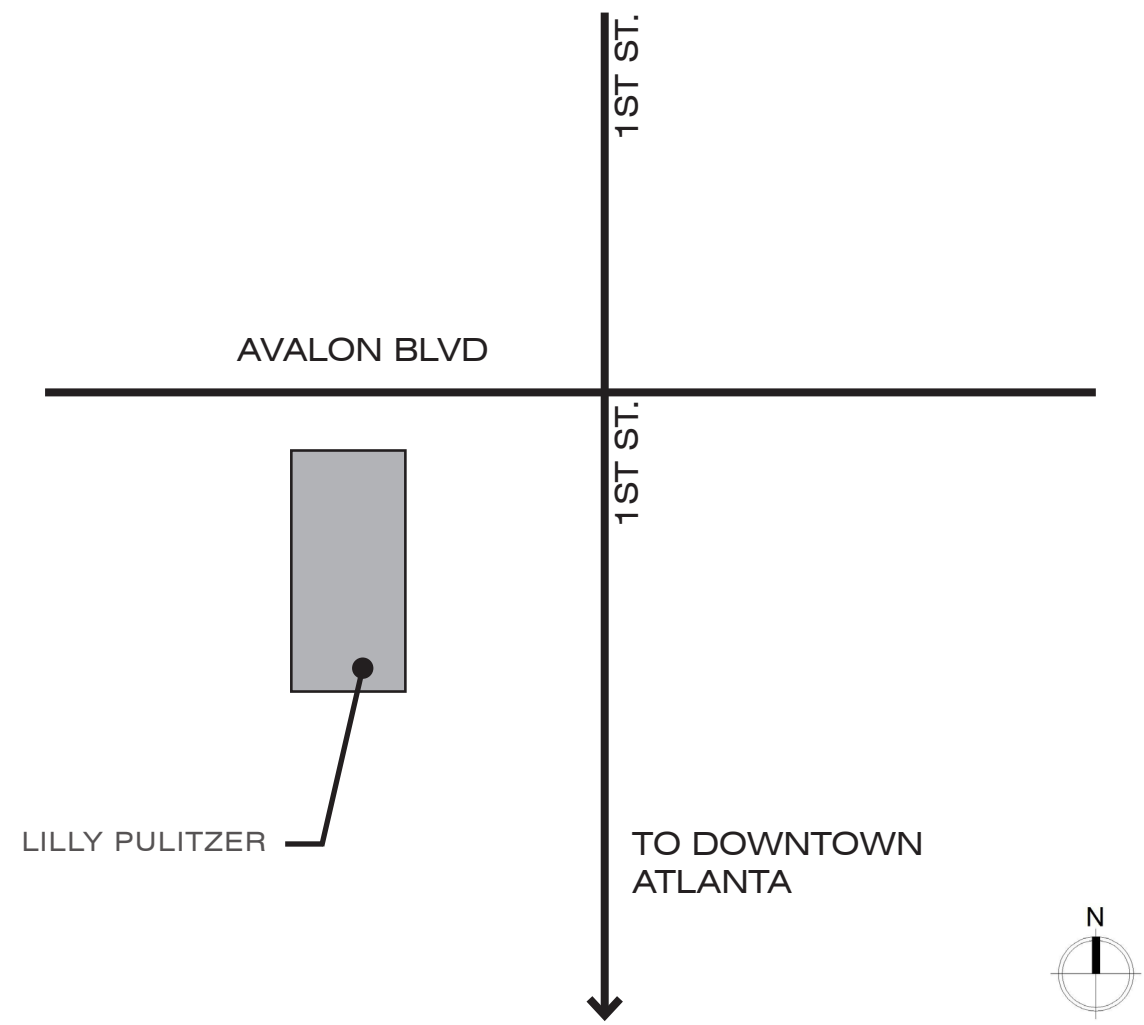
AVALON, ALPHARETTA, GA

PREPARED FOR:

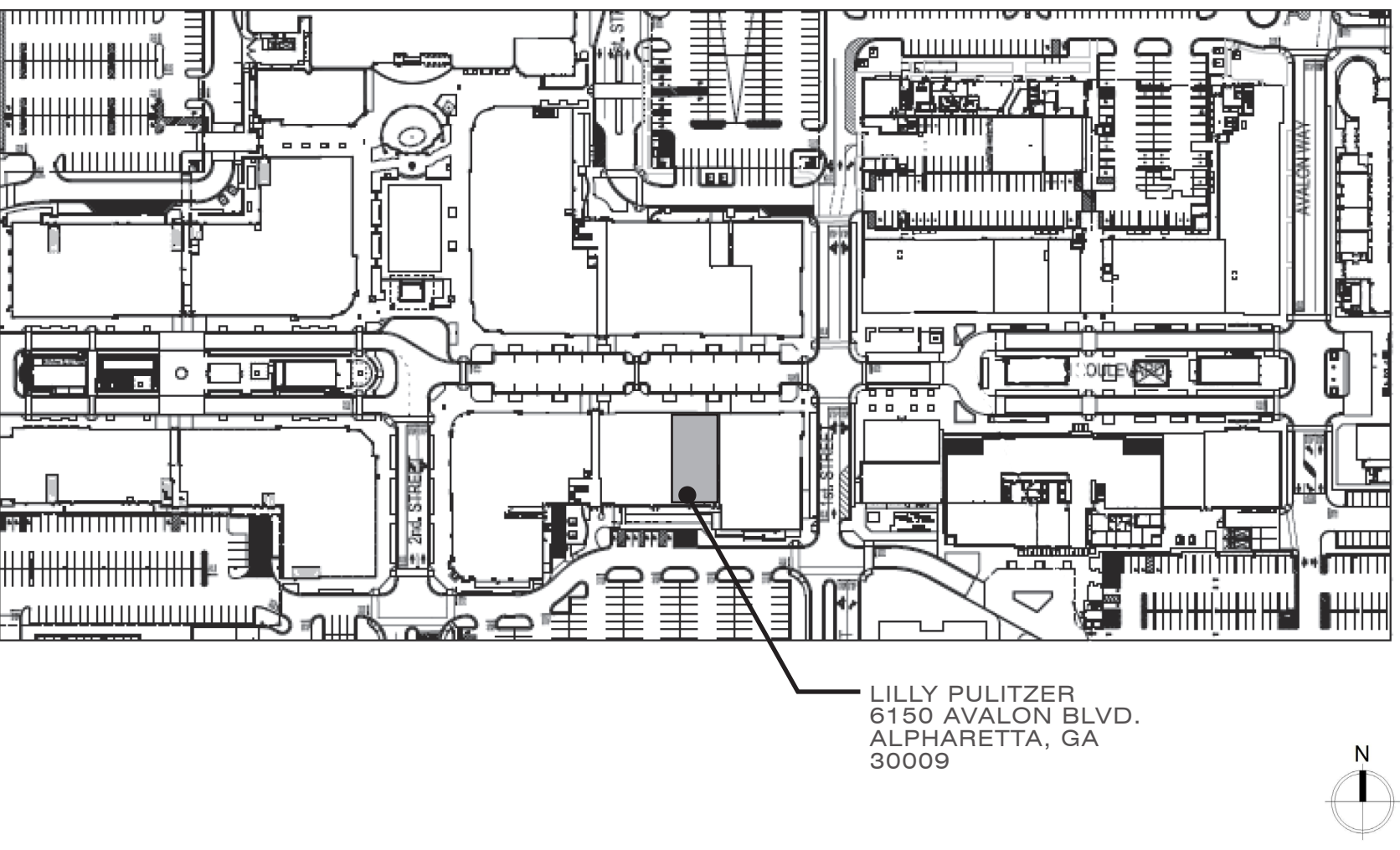
CITY OF ALPHARETTA

LOCATION MAPS

VICINITY MAP



MALL AREA



- STREET LOCATION
NEARBY STORES:
- WEST ELM.
 - J. JILL.
 - ORVIS.

EXISTING EXTERIOR & AREA



It all started with a juice stand...Lilly Pulitzer that is.

It all happened by accident, when in 1959-ish Lilly (McKim) Pulitzer—a stylish Palm Beach hostess and socialite whose husband Peter Pulitzer owned several Florida citrus groves—needed a project of her own. With Peter's produce, she opened a juice stand on Via Mizner, just off Worth Avenue in Palm Beach. Lilly Pulitzer's business was a hit, but squeezing oranges, lemons, limes, and pink grapefruit made a mess of her clothes.

Realizing that she needed a juice stand uniform, Lilly asked her dressmaker to design a dress that would camouflage the stains. The result? A comfortable sleeveless shift dress made of bright, colorful printed cotton in pink, green, yellow and orange. Although her customers liked Lilly's juice, they loved her shift dresses. Lilly started selling more dresses than juice and in 1962, First Lady Jackie Kennedy wore 'a Lilly' on the front of Life magazine. That is when things really took off! More than sixty years later, Lilly Pulitzer is designing and creating dresses and apparel that create confidence and optimism in all who wear them.

PROPOSED WHITE EXTERIOR



PRINT STORY: LILLY'S JUNGLE

Since Lilly Pulitzer created her first shift dresses in Palm Beach more than 60 years ago, vibrant prints have been a part of our brand DNA. Each one comes straight from our in-house design studio, where our team of artists crafts prints that are authentically, exclusively, and colorfully Lilly.

What better way to introduce ourselves to Alpharetta than with one of those prints? Lilly's Jungle is a lush floral that will serve as the store's overall theme, carrying through from the exterior to the artwork, fabrics, furniture, and décor for an immersive experience.

We reimagined this classic Lilly floral in a custom color palette that marries our Palm Beach heritage with Alpharetta's luxe yet laid-back lifestyle.

Tropical greens and pops of pink reflect our resort roots, while saturated blues anchor the brighter hues in sophistication and serenity.

As visitors Experience Awesome in Alpharetta, they can also experience the charm and color of Lilly's Palm Beach.



Sugartown Worldwide LLC
800 Third Avenue
King of Prussia, PA. 19405

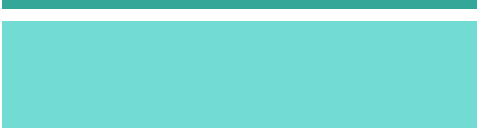
6150 AVALON BLVD.
ALPHARETTA, GA 30009

ARTWORK

ART MURAL



PANTONE

	2238 CP
	2401 CP
	3242 CP
	2736 CP
	2171 CP
	292 CP
	225 CP
	224 CP
	223 CP
	5455 CP

PROPOSED RENDERED ELEVATION



PROPOSED EXTERIOR



PROPOSED FINISHES

3M FILM

3M™ Envision™ Print Wrap Film

Product Bulletin LX480mC | SV480mC
Revision D, February 2020

LX480mC
SV480mC

Product Description

- Use LX480mC with Latex Inkjet inks
- Use SV480mC with Solvent Inkjet Inks
- Use LX480mC or SV480mC with UV Inkjet or Screen Print Inks
- High-performance, 2-mil, white, non-PVC film with a luster finish

Product Features

- Comply™ Adhesive with micro technology offers excellent air flow and leaves a smooth finish
- Optimized initial tack
- Slideability for easy positioning
- Non-visible air release channels for fast and easy, bubble-free installations
- Many finished graphic constructions can be stretched up to 150% (i.e., a 10 inch [25 cm] piece of film can stretch to 15 inches [38cm]) without primer or relief cuts and maintain lift resistance; see ["Stretchability" on page 8](#)
- Flexible and highly-conformable for use on compound curves, corrugations, deep channels, and rivets
- High dimensional stability, for installation in hot or cold temperatures
- Removable with heat from most surfaces within the Warranty Period
- Resists tearing in cooler temperatures
- Highly durable, guards against intense UV and even acid dew, when applied with recommended graphic protection.
- A horizontal warranty is offered when paired with the 3M™ Envision™ Wrap Overlaminates
- Expected Performance Life of 11 years (unwarranted period for unprinted film with no graphic protection, applied to a flat, vertical, outdoor surface)
- Expected Performance Life for Textured Surface Graphics of 2 years (indoor in most applications); and 6-12 months (outdoor when not used in freezing and thawing cycles). See ["Factors that Affect Graphic Performance Life" on page 5](#)



Greener Solutions

- Non-PVC, phthalate-free film
- Contains no added chlorine or halogens
- 8548G, 8549L, and 8550M made in part from bio-based materials
- Manufactured using 58% less solvent

Recommended Types of Graphics and End Uses

- Indoor and outdoor graphics and signs, including point-of-purchase and displays
- Fleet, vehicle, watercraft and transit graphics and wraps
 - Commercial vehicles and fleet trucks and trailers; emblems or striping
 - Personal vehicle graphics and wraps
 - Watercraft graphics (above the static water line only)
 - Bus graphics
 - Rail cars and lead cars of trains, light rail and subways
 - Non-vertical and horizontal vehicle wraps, watercraft and transit when protected with overlaminate 8528, 8548G, 8549L, or 8550M
- Small format original equipment manufacturer's (OEM) decorative and identification graphics, cautionary and safety labeling
- Smooth and textured walls graphics
 - Graphics applied to indoor smooth wall surfaces
 - Graphics applied to indoor or outdoor moderately textured surfaces when protected with overlaminate 8548G, 8549L, 8550M

When constructed and used as described in this Bulletin, these types of graphics and end uses may be warranted by the 3M™ MCS™ Warranty or the 3M Performance Guarantee. Please read the entire Bulletin for details.



Sugartown Worldwide LLC
800 Third Avenue
King of Prussia, PA. 19405

3M™ Envision™ Print Wrap Film

Recommended Compatible Products

Graphic Protection

The recommended graphic protection options for 3M™ Wrap Films LX480mC and SV480mC are the following Envision™ Wrap Overlaminates, designed for optimal compatibility and conformability:

- [3M™ Envision™ Gloss Wrap Overlaminate 8548G with horizontal vehicle warranty](#)
- [3M™ Envision™ Luster Wrap Overlaminate 8549L with horizontal vehicle warranty](#)
- [3M™ Envision™ Matte Wrap Overlaminate 8550M with horizontal vehicle warranty](#)

Alternative graphic protection options, listed below, are also compatible with LX480mC and SV480mC, however, the finished graphic may have lower conformability:

- [3M™ Scotchcal™ Gloss Overlaminate 8518](#)
- [3M™ Scotchcal™ Luster Overlaminate 8519](#)
- [3M™ Scotchcal™ Matte Overlaminate 8520](#)
- [3M™ Scotchcal™ Gloss Overlaminate 8528 with horizontal vehicle warranty.](#)
- [3M™ Décor Overlaminate 8600](#)
- [3M™ Scotchcal™ Ultra Matte Overlaminate 8915](#)
- [3M™ Screen Print Matte Clear 1930](#)
- [3M™ Screen Print UV Gloss Clear 9800CL](#)
- [3M™ Screen Print Gloss Clear 1920DR](#)
- [3M™ Screen Print UV Gloss Clear 9740I](#)
- [3M™ Screen Print Matte Clear 9730UV](#)

Application Tapes

See [3M Instruction Bulletin AT-1](#) to determine what application tape is recommend for the film or finished graphic.

Other Products

- [3M™ Edge Sealer 3950](#)
- [3M™ Edge Sealer Tape 8914](#)
- [3M™ Vehicle Channel Applicator Tool VCAT-2](#)
- [3M™ Roller L \(large hard roller\)](#)
- [3M™ Roller S \(small hard roller\)](#)
- [3M™ Textured Surface Application TSA-1](#)
- [3M™ Textured Surface Application TSA-2](#)
- [3M™ Textured Surface Application TSA-3](#)
- [3M™ Textured Surface Application TSA-4](#)

See the [3M Quick Reference Guide for Installation Tools](#) for more information.

Certificate of 3M™ MCS™ Warranty

Graphic manufacturers who produce digitally printed graphics made with all 3M Graphics Products, including 3M Ink purchased through a qualified 3M Distributor or 3M Printing Partner, may register to be recognized with a Certificate of 3M™ MCS™ Warranty. Only graphic manufacturers having a current Certificate of 3M™ MCS™ Warranty are eligible to extend this warranty to their customers.

NOTE: For non-digitally printed Finished Graphics, check your eligibility for the 3M™ MCS™ Warranty by viewing the Warranty Period found within the Product Bulletin or using the warranty selector at www.3mgraphics.com/warranties.

3M™ Envision™ Print Wrap Film

Characteristics

These are typical values for unprocessed product. Processing may change the values.

Physical Characteristics

Characteristic	Value
Material	High-performance non-PVC
Film Color	White, opaque
Thiickness	Without adhesive: 2 mil (0.05 mm) With adhesive: 3–4 mil (0.08–0.10 mm)
Adhesive	Pressure-activated (slide, tack, snap-up, reposition) with air release channels
Adhesive Color	Gray
Liner	Polyethylene-coated paper
Adhesion, Typical 24 hours after application	ABS: 2–4 pounds/inch (0.38–0.72 kg/cm) Acrylic enamel: 2–4 pounds/inch (0.38–0.72 kg/cm) Aluminum, anodized: 5–7 pounds/inch (0.89–1.26 kg/cm) Aluminum, etched: 4–6 pounds/inch (0.72–1.08 kg/cm) Fruehauf pre-painted panels: 2–4 pounds/inch (0.38–0.72 kg/cm) Automotive clear coats: 3–5 pounds/inch (0.54–0.89 kg/cm)
Tensile Strength	11–13 pounds/inch at 73 °F (1.98–2.34 kg/cm at 23 °C)
Chemical Resistance	Resists mild alkalis, mild acids, and salt Excellent resistance to water (does not include immersion) Resists occasional fuel spills
Flammability	ASTM E84 report: SV480mC , LX480mC or go to the On-line Product Catalog at 3M.com/graphics All other test reports: call 1-800-328-3908

Application Characteristics

Characteristic	Value
Finished Graphic Application Recommendation	Sign and vehicle applications: Surface type: flat, with and without rivets, simple curves, compound curves, deep channels and corrugations Substrate type: ABS resins, aluminum, chrome, glass, fiberglass reinforced plastic, paint (check adhesion to powder-coated or water-based paints), fiberglass with gel coat Application method: Dry Application temperature (air and substrate): Flat without rivets: 40–105 °F (4–40 °C) Curves or corrugations with rivets: 50–105 °F (10–40 °C) Compound curves and/or watercraft: 60–95 °F (16–35 °C) Walls: 40–100 °F (4–38 °C)
Applied Shrinkage	Less than 0.015 inches (0.4 mm)
Temperature Range After Application	–65 to +225 °F (–60 to +107 °C) (not for extended periods of time at the extremes)
Graphic Removal	Removable with heat from most substrates within the Warranty Period at 50 °F (10 °C) minimum (air and substrate). 3M makes no claims as to the ease or speed of removal. See 3M Instruction Bulletin 6.5 for removal techniques.

6150 AVALON BLVD.
ALPHARETTA, GA 30009

10
01/31/2022

EXISTING LILLY PULITZER FACADES



<https://vimeo.com/662382890>

CONTEXT



Street Performer Policies Temporary Use of Public Right-Of-Way

Purpose

Street performances establish public entertainment areas to enhance the quality of community life and the ambience of the City of Alpharetta. Allowing for the regulated use of the public right-of-way for such Street Performers, therefore, should be permitted; provided, however, that Street Performers do not interfere with residents' reasonable quality of life, disturb business activity, or compromise public safety.

Definitions

Street Performer. An individual who performs balloon twisting, card tricks, clowning, comedy, contortions, dance, singing, juggling, magic, mime (including living statue performances), musical performances, puppeteering, street art, or other similar such activity. The term Street Performer also includes artists and crafters, where the work of such persons is performed while the artist or crafter is situated within the public right-of-way pursuant to this policy.

Street Performance. The act of performing in public places, oftentimes, but not determinatively so, for gratuities. The term street performance also includes busking.

Handmade Items -Merchandise that is made entirely by the labor of a Street Performer and in real-time on the street (including live paintings, balloon art and other such on-site non-editable creations). Such merchandise shall not include any finished products bought for resale, or any perishable or edible merchandise.

Identification Badge - A badge that serves to identify the person wearing it. A Street Performers' identification badge serves as a permit to perform. In reference to this policy, "Identification Badge" and "Permit" will be used interchangeable.

Performance Location - An entertainment zone is an approved area for one Street Performer. A badge that serves to identify the person wearing it. A Street Performers' identification badge serves as a permit to perform in an entertainment zone. In reference to this policy, "Entertainment Zone" and "Approved Area" will be used interchangeable.

Application

Any person desiring to use the public right-of-way for street performance purposes shall first apply for and obtain a permit from the City of Alpharetta.

1. All applicants shall attach a copy of a current state-issued identification card or driver's license.
2. The applicant will be required to demonstrate his/her art, craft, or performance by submitting a video click via _____ (hire producer) for review by City staff.

(H-LIGHTED TEXT IN POLICES AND APPLICATION DOCUMENTS WILL BE FINALIZED UPON PROCURING A PRODUCER / VENDOR FOR THE PROGRAM)

3. Applications are accepted online and bi-monthly on Wednesdays (except City holidays)
4. Applicants shall allow 1-2 weeks for the application to be processed.
5. Applications may be denied for any of the following reasons: (1) Outstanding citations or violations from the City of Alpharetta; (2) Incomplete Application and/or Fees; (3) Previous Identification Badge holders with a suspended or revoked badge due to violations or disorderly conduct for the term of the suspension or revocation (see Violations & Penalties below); (4) Number of Street Performers has reached full capacity; program is in a test phase and at any time the City of Alpharetta may place a hold on accepting additional applications.

Fees

Street Performer Identification Badge Fee: \$50 per year

Replacement Badge Fee: \$20 each occurrence

All fees must be made payable to the "City of Alpharetta". No street performer permits will be issued until the appropriate fee has been remitted.

Identification Badge

Once the application has been approved, the applicant shall be issued a permit in the form of an identification badge. The badge will contain the following information:

1. Performer's name;
2. Photograph of the performer;
3. Performance classification;
4. Date of Issuance
5. Expiration date; and
6. The signature of an authorized City representative.

Performers shall have their identification badge visibly displayed on their person at all times they are engaged in street performances within the City's right-of-way. Identification Badges are property of the City of Alpharetta and can be revoked for violations. All Street Performers must have their city permitted Identification Badge to play in the approved entertainment zones.

Permit Term –

Permits expire on December 31 of each year.

No new permits may be issued between October 31 and December 31.

Minors

Any applicant under the age of 18 must have a parent or legal guardian present when submitting the application package. Parents or legal guardians must present a signed letter of consent at the time of application. All permitted minors must have a parent or legal guardian present at all times they are performing on the public right-of-way.

Cleanliness

Street Performers shall keep the area in which they perform, to include areas immediately adjacent thereto, clean, and free from any litter or debris that may be generated because of or otherwise associated with their performance. This includes refuse left by patrons and onlookers. Street Performer may kindly ask audience to take their refuse to the trash at end of performance.

(H-LIGHTED TEXT IN POLICES AND APPLICATION DOCUMENTS WILL BE FINALIZED UPON PROCURING A PRODUCER / VENDOR FOR THE PROGRAM)

No permit holder shall dispose of any trash or material in City of Alpharetta trash receptacles such as plastic, liquids, perishable items, etc. Performers must provide their own waste bag to dispose of offsite any trash or material created by performer (i.e.- balloon pieces from a balloon artist).

Permitted Areas

Reference Street Performer Map issued with your permit. Some locations may not be applicable during certain times of the year due to but limited to festivals, construction, brick and mortar business use of location for extended promotions, or any unforeseen circumstances.

Location - Street Performances shall be limited to the following locations: Explain locations In More Detail or install numbers on metal plates at the locations.

1. City Hall Steps
2. Commerce Street by fence next to sidewalk
3. Town Green (on sidewalk on benches)
4. Shade Garden near Holmes & Citizen Soul OR out front by Main Street
5. Market Street Park / Oval Green at Central City Tavern
6. Old Roswell St / Oak Tree behind Smokejack / Food Truck takes place
7. Corner at Milton & Old Roswell St
8. North Main Street Park
9. Teasley Fountain
10. Coalition

ADA Guidelines - All Street Performers must follow ADA Guidelines at all locations. Street Performer must be knowledgeable with ADA Guidelines and implement these all locations where their performances take place.

Restrictions

Conflicting Events – Permitted Street Performers shall yield to ALL scheduled, permitted Special Event Permitted locations. Special Event Permits supersedes Street Performer Permits and all permission for the street performer locations falls under the Special Event Permit for request and approvals.

Prohibited Materials- Street Performers shall not use, display, or incorporate into their performances any knives, swords, torches, open flames, axes, saws, firearms, or any other hazardous material, equipment, chemical, or object that is capable of causing serious bodily harm to a person.

Animals- Street Performers shall not include animals in their performances, other than for legitimate ADA purposes.

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Noise- No amplified sound is permitted.

Personal Conduct - No vulgar, lewd, or obscene dress or behavior will be tolerated.

Distance Requirements

1. At no time shall there be more than two sound emitting street performers within sight and hearing of each other at the same time.
2. At no time shall there be more than one sound emitting Street Performer in any area at the same time. Street Performances shall not exceed TWO consecutive hours, including performance breaks. After two hours in one approved area performer must relocate to another approved area.
3. Any Street Performer who emits sound shall maintain a distance of at least 200 feet from any other sound emitting Street Performer.
4. Artists and non-sound omitting performers shall maintain at least 100 feet of separation from any other artist or crafter.
5. No street performer shall be on the stage in Brooke Street Park, any rental, or private facility.

Display of Merchandise

Displays shall be no larger than three feet in length, width, and height whether on the ground or atop a table. All merchandise shall be restricted to one tier. No artisanal or crafting display may be left unattended for more than fifteen minutes. Displays left unattended for more than fifteen minutes may be considered abandoned and subject to removal by the City. No street performer shall display art or merchandise on public benches, monuments, buildings, etc.

Removal

Any display or other material associated with a Street Performer or a Street Performance that: interferes with vehicular traffic, pedestrian traffic or public amenities; obstructs the right-of-way; contains lewd or obscene material; or, is otherwise dangerous or damaging to public property; or conflicts / competes with an adjacent bricks and mortar business shall be removed immediately upon the request of any authorized City representative.

Hours of Operation

In accordance with City of Alpharetta Ordinances, all street performers must abide by noise, sound level limitations, and hours of the parks for each permitted area / location.

Violations & Penalties

Suspension of Permit - Where a Street Performer is found to be in violation of the provisions of this policy, his/her permit will be subject to the following penalties, which may not be waived or reduced, and which may be combined with any other legal remedy available to the City:

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1. First violation: *Suspension of permit*. Maximum 30-day suspension of Street Performer permit.
2. Second violation within the preceding 12 months: *Suspension of permit*. Maximum 60-day suspension of Street Performer permit.
3. Third violation within the preceding 12 months: *Revocation of Permit*. Street Performer permit shall be revoked. Such performer shall be ineligible to receive a permit for one year following the date of the third offense.

Upon violation, a City Staff Member and/or Police Officer will confiscate the City issued identification badge from the street performer; inform the street performer of the number of days the City issued identification badge will be suspended; and deliver it to the Office of Cultural Services Division. City Staff will inform the street performer where and when they may reclaim their City issued identification badge.

Disorderly Conduct - Any Street Performer specifically found to be in violation of the City's Alcoholic Beverage Ordinance or Part 9, Offenses, of the City Code while engaged in a Street Performance or otherwise within the public right-of-way pursuant to a permit issued under this policy shall be subject to immediate permit suspension for a period of 30 days for a first offense. For a second offense under this subsection within a rolling twelve-month period the Street Performer's permit shall be revoked and he/she shall not be eligible to reapply for a period of five years.

Performing without a Permit - Any person who engages in street performing activity, as defined by this article, without first applying and obtaining a permit will be asked to leave and apply for a permit. They are not allowed to engage in street performing until a permit is received.

Counterfeit Permits - Any person found with a counterfeit permit will have counterfeit permit Confiscated and could be charged with violation.



STREET PERFORMER TEMPORARY USE APPLICATION

About this Application

Any person desiring to use the public right-of-way for Street Performance purposes shall first apply for and obtain a permit from the City of Alpharetta. Street performances constitute public amenities that enhance the vibrancy, vitality, and ambience of the City of Alpharetta. Allowing for the regulated use of the public right-of-way for such performances, should be permitted; provided, however, that performers do not interfere with residents' reasonable quality of life expectations, disturb business activity, or compromise public safety.

Any applicant under the age of 18 must have a parent or legal guardian present when submitting the application package. Parents or legal guardians must present a signed letter of consent at the time of application. All permitted minors must have a parent or legal guardian present at all times they are performing on the public right-of-way.

**Group permits are not available. Groups are defined as more than one street performer at one location.*

What You Will Need to Complete New and Renewal Permit

1. Completed Application with the true, lawful, and complete name, contact number, and address of the applicant.
2. Color Photo head shot taken at time of application or in the last six months.
3. Demonstrate his/her art, craft, or performance for review by City staff.
4. Permit Fee
 - a. Street Performer Identification Badge Fee: \$50 per year
 - b. Replacement Badge Fee (if lost or stolen): \$20 each occurrence
 - c. All fees must be paid by money order made payable to the City of Alpharetta? No street performer permits will be issued until the appropriate fee has been remitted.
5. Valid State- Issued ID (Driver's License, ID card, Passport, etc.)

How to Complete the Process

1. Applications will be accepted once a month (when???): in Person 9am-12pm the first Wednesday of the month; or by Mail (except City holidays):

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Alpharetta Arts Center 238 Canton Street, Alpharetta, GA 30009

Attention: Street Performer Application / Cultural Services

2. Applicants shall allow 4 weeks for the application packet to be processed. You will receive and email when your badge is ready.

**City Representative Contact Information / Producer
To Be Determined**

Permit / Badge

1. Applications may be denied for any of the following reasons:
 - a. Outstanding citations or violations from the City of Alpharetta regarding street performance.
 - b. Previous Identification Badge holders with a suspended or revoked badge due to violations or disorderly conduct for the term of the suspension or revocation.
 2. Permit / Badge contains performer's name; photograph of the performer; performance classification; date of issuance; expiration date; and signature of an authorized City representative.
 3. Permit Term
 - a. Permits expire **on December 31 of each year.**
 - b. No permits may be issued between September 1 and December 31.
 4. See Street Performer Policy for more detailed information.
-

Street Performer Applicant Details

First Name _____ Last Name _____

Phone _____

Cell (To reach you at performance location) _____

Email _____

Date of Birth _____

Home Address _____

Mailing Address (if different from home address)

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Were you issued a permit in the prior calendar year? Yes No Revoked

(If revoked please explain) _____

Describe the type of performance:

Give two examples of your performance via video, YouTube, Instagram, etc.:

Parental/Guardian Consent Details (if applicant is under 18)

I (print name) _____ hereby consent to my child (print name) _____ performing as a street performer in the City of Alpharetta. I understand that: 1- City of Alpharetta provides no supervision of Street Performers under the age of 18 years; and 2- Street Performers under the age of 18 are subject to the City Of Savannah Street Performance Policy.

Parent/Guardian Address (print):

Parent/Guardian Name (print)

Parent/Guardian Signature Date

Please provide a copy of Parent/Guardian state issued driver's license or ID

Rules and Regulations

I, the undersigned, declare that I have read all rules and regulations below:

1. I know I must vacate locations 10pm each day.
2. I am aware that performances are limited to two hours. After two hours, I must relocate to a new spot.
3. I am aware that I am not allowed to perform in non-approved areas.
4. I am aware that I am not allowed to perform on stage at Brooke Street Park.
5. I will not interfere with the flow of pedestrian traffic at a crosswalk, building entrance, private patio, curb or entrance into a business or dining area.
6. I will comply with the City's noise ordinance and I know I am responsible for all needed equipment, special needs, parking, set-up, etc.

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7. I am aware no street performer shall display art or merchandise on public benches, monuments, buildings, etc.
8. I am aware that at no time shall there be more than two street performers in a square at the same time.
9. I am aware that my permit will expire on December 31, 2020.
10. I know that the use of profane, indecent, abusive or threatening language or behavior constitutes acts of harassment against the public peace and can result in denial or revocation of a permit.
11. I am aware that all transfer of merchandise must be done for donation only, that I may not set or display a price at any time.
12. I will display have my Street Performance identification badge visibly displayed or on my person at all times when engaged in street performances within the City's right-of-way. I will make my identification badge available for inspection by all authorized City of Alpharetta Staff or Police Officers upon request and follow any lawful direction issued by that officer.
13. I will not create a threat to public safety, whether real or perceived.
14. (Minors Only) I am aware all permitted minors must have a parent or legal guardian present at all times they are performing on the public right-of-way.
15. I have received and read the City of Alpharetta Street Performance Policy and agree to be bound by the conditions contained in the Policy.

Applicant Name (please print)

Applicant Signature

Date