



KEEP ATLANTA BEAUTIFUL 2009 3rd quarter report

Mayor Franklin Visits KAB Board Meeting/ City of Atlanta Mayor Shirley Franklin was the guest of honor at the July 21, KAtIB Board of Directors Meeting, generously hosted by Seyfarth Shaw. Board members shared recent success stories about programs aimed at graffiti abatement, recycling and beautification projects. Mayor Franklin applauded Keep Atlanta Beautiful for its service to the residents of Atlanta.

eScrap at Grady/ Third quarter totals for eScrap recycling at Grady High School amounted to 12,000 lbs of recycled electronics, bringing totals to more than 140,000 pounds since the program's inception in April of 2008. Additionally, cardboard is accepted every day at Grady High School, courtesy of Pratt Recycling, which has recovered 19.901 tons of corrugated cardboard from the Grady location since May 1, 2008.

eScrap at IKEA/ Keep Atlanta Beautiful continues its partnership with IKEA Atlanta to provide quarterly eScrap events where IKEA customers and other metro Atlantans can drop off their old electronics for recycling and safe disposal. The last event was on September 18th and 19th. The next event is scheduled for January 2010.



Illegally-placed Signage/ In the weeks leading up to elections, Keep Atlanta Beautiful requested that all candidates pledge to follow the City's sign ordinance, keeping campaign signs out of the public right-of-way. The City Council's leadership on this issue has greatly reduced the number of illegally placed signs and has led to greater enforcement of the sign ordinance.

Digital Billboards/ KAB has teamed with Scenic Georgia to draw attention to a pending amendment to the City of Atlanta Sign Ordinance believed to have been initiated by the billboard industry. The amendment, Z-09-24, if adopted, would allow large scale conversion of grandfathered ordinary billboards to digital, multi-message billboards in non-conforming locations throughout the City. Since 1977, new billboards have been prohibited throughout the City, except in industrial-zoned areas. Thus, the pending amendment would attempt to allow pre-1977 billboards in the rest of the City to be converted to digital resulting in bright, flashing, distracting, garish billboards along arteries such as Peachtree Street that the City is attempting to improve aesthetically. KAtIB and Scenic Georgia have worked together to present to City staff, legislators, and others a high-level overview and a detailed analysis of pertinent legislative history and the aesthetic and traffic safety hazards associated with digital billboards. As a result, City staff is engaged in better informed analysis of the proposed amendment, and the Zoning Review Board hearing on it has been deferred until January 2010 at the earliest.

Stepping Lightly in Atlanta™ Awards Contest Opens/ Atlanta's future leaders are invited to demonstrate environmental stewardship projects by entering the Stepping Lightly in Atlanta Awards Contest. Keep Atlanta Beautiful is now calling for entries from individual students or student groups aged 5-18. The Grand Prize Winner will receive a \$1,000 scholarship to go towards an environmental project or club in the winner's school or affiliated organization. This competition is tied to the Georgia Performance Standards. Deadline for entries is March 26, 2010.