

Atlanta BeltLine Place Making Design

Request for Qualifications

Call Summary

The City of Atlanta Office of Cultural Affairs has partnered with Atlanta BeltLine, Inc. to commission artists to work as part of a design team to create preliminary designs for innovative spaces on three specific areas along the Atlanta BeltLine (see project description below). This opportunity is open to artists living in metropolitan Atlanta. The application deadline is 5:00 p.m. Monday, February 7, 2011.

Project Description

The [City of Atlanta](#) is seeking artists to collaborate with the Corridor Design team of the [Atlanta BeltLine, Inc. \(Perkins + Will\)](#) to join art with landscape through the development of three open spaces along the Atlanta BeltLine, one on the west side, one in the southwest and one in the southeast. These sites present opportunities for “placemaking” that stand out from the linear nature of the Atlanta BeltLine. These spaces will be used to create gateways at strategic locations to allow for improved connectivity between the Atlanta BeltLine and the neighborhood, to enhance neighborhood identity, encourage community engagement in the placemaking process, and provide usable public spaces and siting opportunities for public art and local performance programming.

The two lead organizations involved with this initiative are the City of Atlanta Office of Cultural Affairs, the organization responsible for creating programs that educate and expose the public to diverse cultural experiences in the City; and the Atlanta BeltLine, Inc. the organization responsible for planning, designing, and building the Atlanta BeltLine.

Project Goals

- Create gateways and new public spaces at strategic locations along the Atlanta BeltLine
- Promote the arts by creating spaces to install public art and performances
- Enhance neighborhood identity
- Provide opportunities to volunteer for an important community project
- Work with community organizations
- Increase safety in and around these sites
- Encourage economic development in adjoining neighborhoods

Project Background

The Atlanta BeltLine is a \$2.8 billion redevelopment project that will shape the way Atlanta grows over the next several decades. The project provides a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting 45 neighborhoods directly to each other. The Atlanta BeltLine is the most comprehensive economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment projects currently underway in the United States. At the heart of the Atlanta BeltLine is an integrated approach to land use, transportation, greenspace and sustainable development that will create a framework for future growth in the City of Atlanta.

Those who walk the Atlanta BeltLine frequently are aware of a number of places along the corridor that present an opportunity to create useful public spaces that can bring art and landscape together. In a few cases, there are remnants of trees and other flora, little isolated fragments of the primeval forest, which predate the coming of the railroads and present an opportunity to make more of the native habitat. Other sites offer a chance to create a significant and easily accessible entrance into the BeltLine corridor or can provide an informal and useful extension to an adjacent open space.

Currently, some of these spaces are barren, or strewn with rubbish, or obscured by an overgrowth of weeds and invasive plant species. They are sometimes difficult to get into, and their potential as viable public spaces is not always apparent to the casual viewer. In all cases, these spaces offer us an opportunity to create, with relatively modest amounts of funding and varying degrees of volunteer and in-kind support, new interim parkland that can be programmed for neighborhood events, public art, or performances. Where historic or architectural features or interesting natural elements may exist nearby, there is the opportunity to educate. At the very least, these spaces can become attractive entrances into the corridor, or notable experiences along the way, adding interest to the walk or ride along the Atlanta BeltLine.

Project Intention

Each of the three sites will be designed as a viable public space, as well as a venue for performing art or a location for the installation of temporary and permanent public art. This project is meant to galvanize communities around cultural events and spaces.

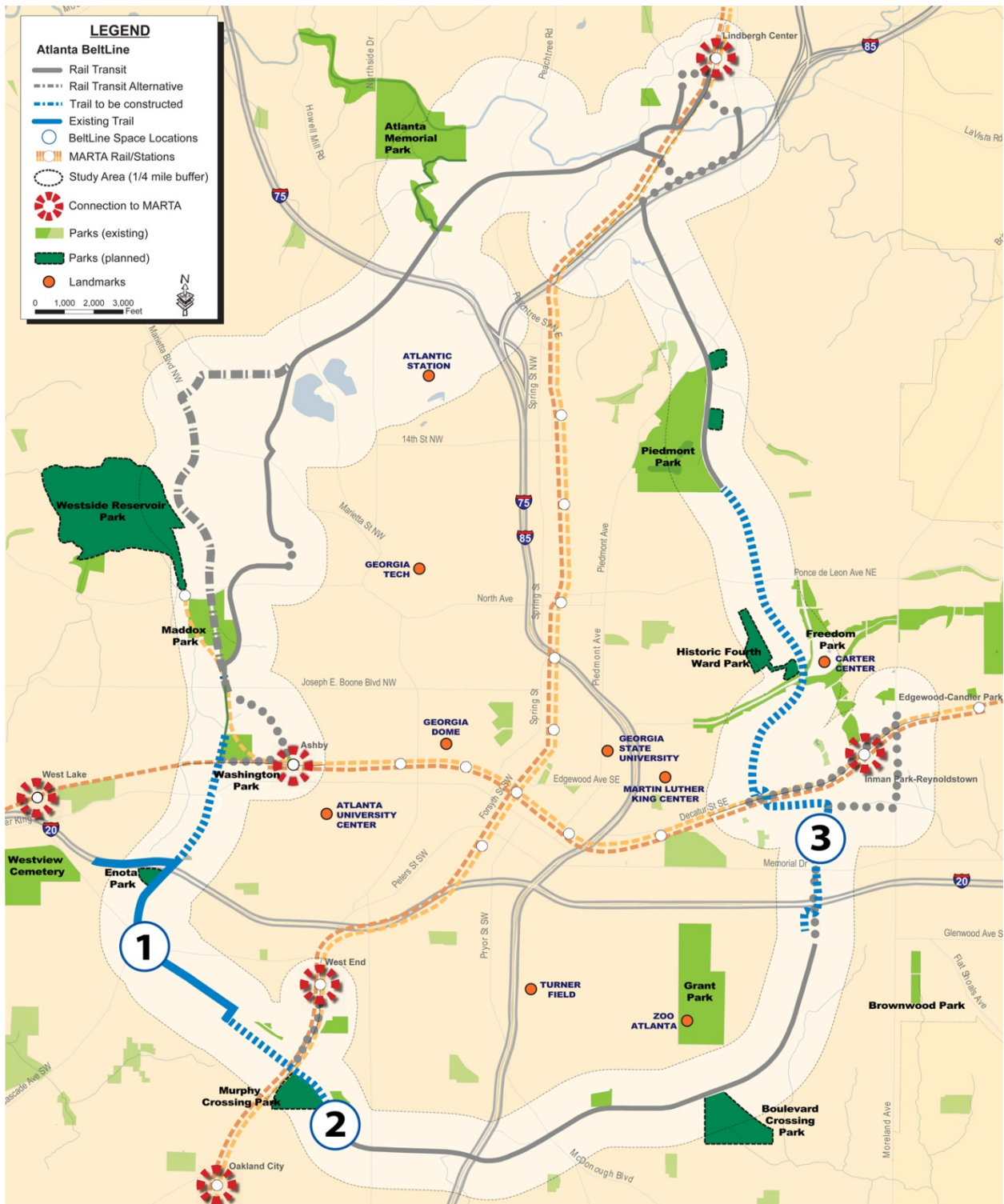
The selected artist should have experience in working cooperatively with design professionals, city staff and community members, as well as experience working within the public process and in public settings.

The following are examples of possible designs the artists will collaborate to produce:

- Gateway elements
- Seating components
- Fencing
- Walls and borders
- Planting Features
- Landforms
- Historic Features

Project Sites

While there are 15 placemaking sites on the BeltLine, this call focuses on three.



Site One - White Street at Ralph David Abernathy Boulevard

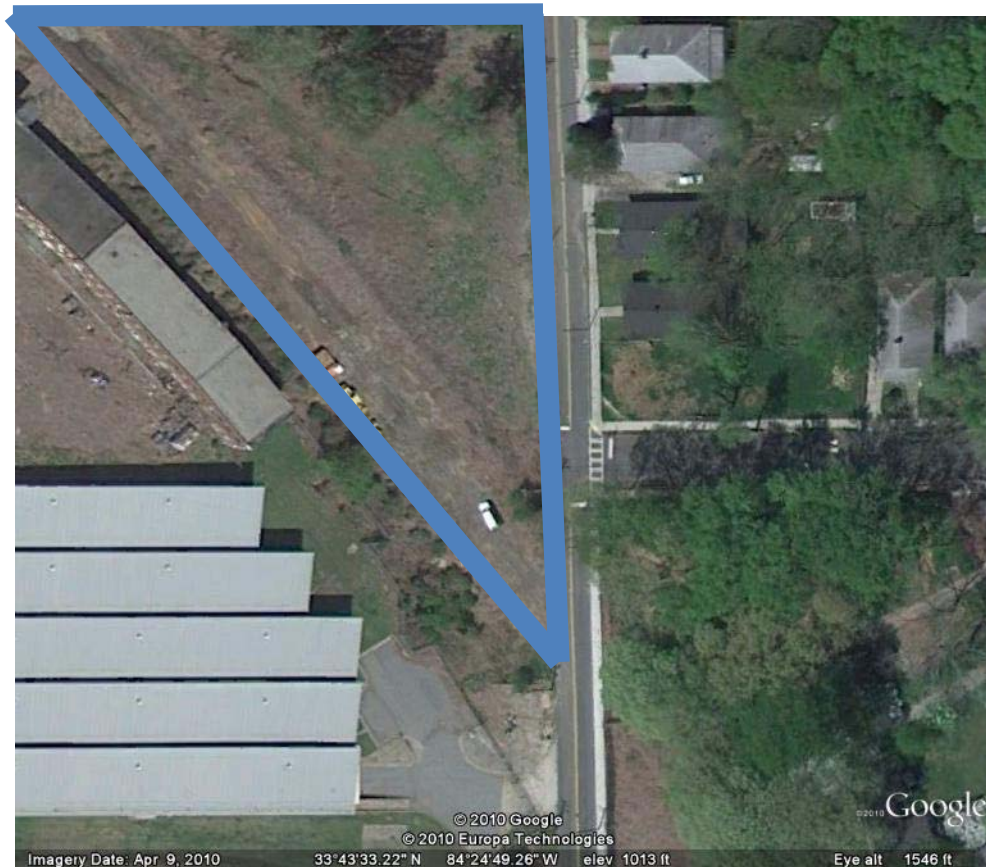


Located just southeast of the Ralph David Abernathy Boulevard (RDA) Bridge and south of Gordon White Park, this large site (c. 2 acres) offers at-grade entry into the Atlanta BeltLine from White Street. With the RDA Bridge seen by Atlantans as a historic bridge, this space offers very useful connections to Gordon White Park and properties to the south as well as adding additional park space.

Project Elements

- Grading
- Install bollards, seating, lighting
- Landscaping
- Gateway element(s)
- Improve interface with Kroger property

Site Two - Allene Avenue at Catherine Street

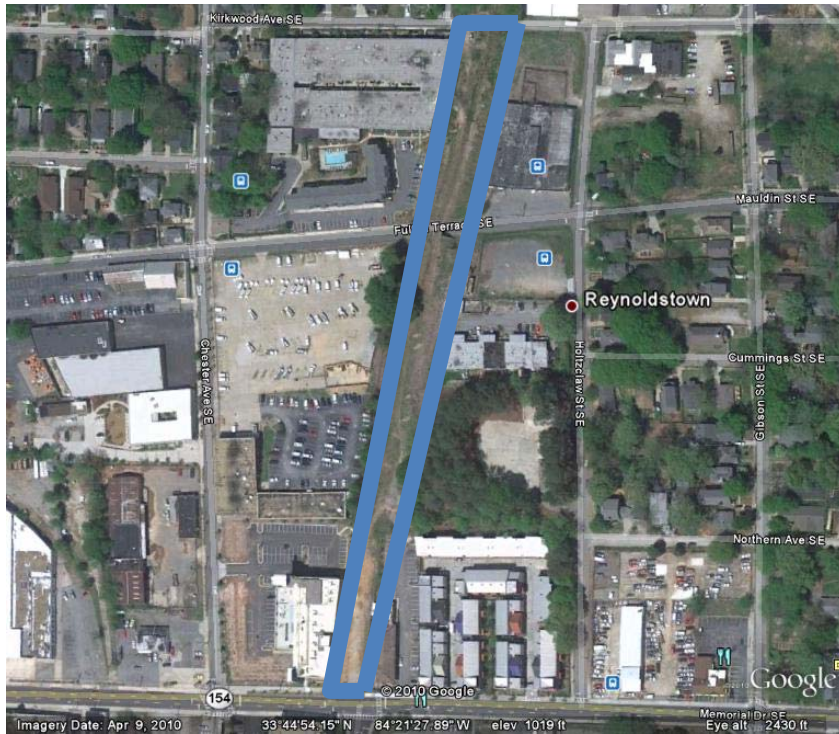


This stretch of the Atlanta BeltLine from Allene Avenue to the Murphy Avenue Bridge is broad and open, and presents another excellent gateway into the corridor from the Adair Park and Capitol View neighborhoods. It is flanked by historic buildings on the southwest side, and more open space to the northeast. A large triangular open space abutting on the northeast can contribute to the creation of an excellent public space.

Project Elements:

- Grading
- Install bollards, seating, lighting
- Landscaping
- Gateway element(s)
- Historic and wayfinding elements

Site Three - Between Kirkwood Avenue and Memorial Drive



Another wide and easily accessible area on the BeltLine, this space is excellent for featuring important railroad elements, and creating excellent public space, in an area of the city where parkland is sparse. There is also the possibility of connecting to the large open parcel on the east side owned by the City's Department of Watershed Management.

Project Elements:

- Clean, expose, and preserve railroad features
- Landscaping
- Create gateway elements
- Signage, seating
- Historic and wayfinding elements
- Interface with city-owned (DWM) property on eastside
- Connectivity to Fulton Terrace

Budget

The concept design fee for each of the three projects is **\$6,000**. This will cover the artist's fee and should include all travel, materials, presentations, meetings, and documentation.

Selection process and criteria

The selection panel will review artists' submissions, resumes and letters of interest. Selected artists may be interviewed by the panel. The candidates selected will enter into a contract to work with the Corridor Design team (for the Atlanta BeltLine, Perkins + Will), to develop a concept for each of the spaces. Information from references will be used to assist in the decision-making process. Previous public art experience is preferred but not required.

Selection panel

The artist selection panel will consist of representatives of the City of Atlanta Public Art Program, Atlanta BeltLine Inc., the Corridor Design team, and members from communities in which designated spaces exist. Final decision will be through the approval of the Atlanta BeltLine, Inc. with a recommendation from the panel.

Deadline

Materials must be received by 5 p.m. EST on Monday, February 7th, 2011. This date is not a postmarked deadline. No late applications will be accepted or deadline extensions given.

Submission materials

Please submit the following in both electronic (.pdf) and paper format for consideration. There is not an application form. Materials will not be returned.

- **Letter of interest:** A one page letter of interest describing why you are interested in this project and an approach statement. Specific proposals are not requested at this stage in the process.
- **Digital Images:** Up to 10 digital images of applicable work (jpeg format, 300 dpi, and sized at least 4-inches x 5-inches). Please clearly label the CD with your name.
- **Image list:** A descriptive listing of the images that correspond with the CD. Information should include title, date of completion, material(s), size, project budget, and a thumbnail of the image.
- **Resume:** A current resume of no more than three pages. Please include your address, email address and daytime telephone number. For team applications please include single page resumes for each team member. The artist's resume must be in (.pdf) format.
- **References:** Please include a list of at least three references with current contact information, including phone number.

Please do not use folders, staples or bind materials submitted for application. Oversized documents will not be accepted. Please submit all written materials single-sided on white 8½ x 11-inch paper so that materials may be photocopied clearly. Late or incomplete applications will not be accepted. Deadline extensions will not be given.

Submission Materials should be mailed or delivered to:

E. Fred Yalouris
Director of Design
Atlanta BeltLine, Inc.
86 Pryor Street, Suite 200
Atlanta, GA 30303
Office hours: 8:30 a.m. to 5 p.m. Monday through Friday, except city-recognized holidays.

Additional Information

Please contact Elan Buchen, Public Art Administrator, Atlanta BeltLine, Inc., ebuchen@atlbeltline.org, 404-588-5466,
Fred Yalouris, Director of Design, Atlanta BeltLine, Inc., fyalouris@atlbeltline.org, 404-614-8329,
or
Eddie Granderson, Public Art Program Manager, Office of Cultural Affairs, EGranderson@atlantaga.gov, 404-546-6819

Project Timeline

Submission deadline – February 7, 2011
Panel review – Week of February 14, 2011
Finalists' notification – Week of February 21, 2011
Artist Interviews – Week of February 28, 2011
Final artist selection – Week of February 28, 2011
Contracts signed – Week of March 7, 2011
Design phase – March 8th – May 2nd 2011