



CITY OF ATLANTA

KEISHA LANCE BOTTOMS
MAYOR

233 Peachtree Street
Harris Tower, Suite 1700
Atlanta, Georgia 30303
(404) 546-6815
www.oacaatlanta.com

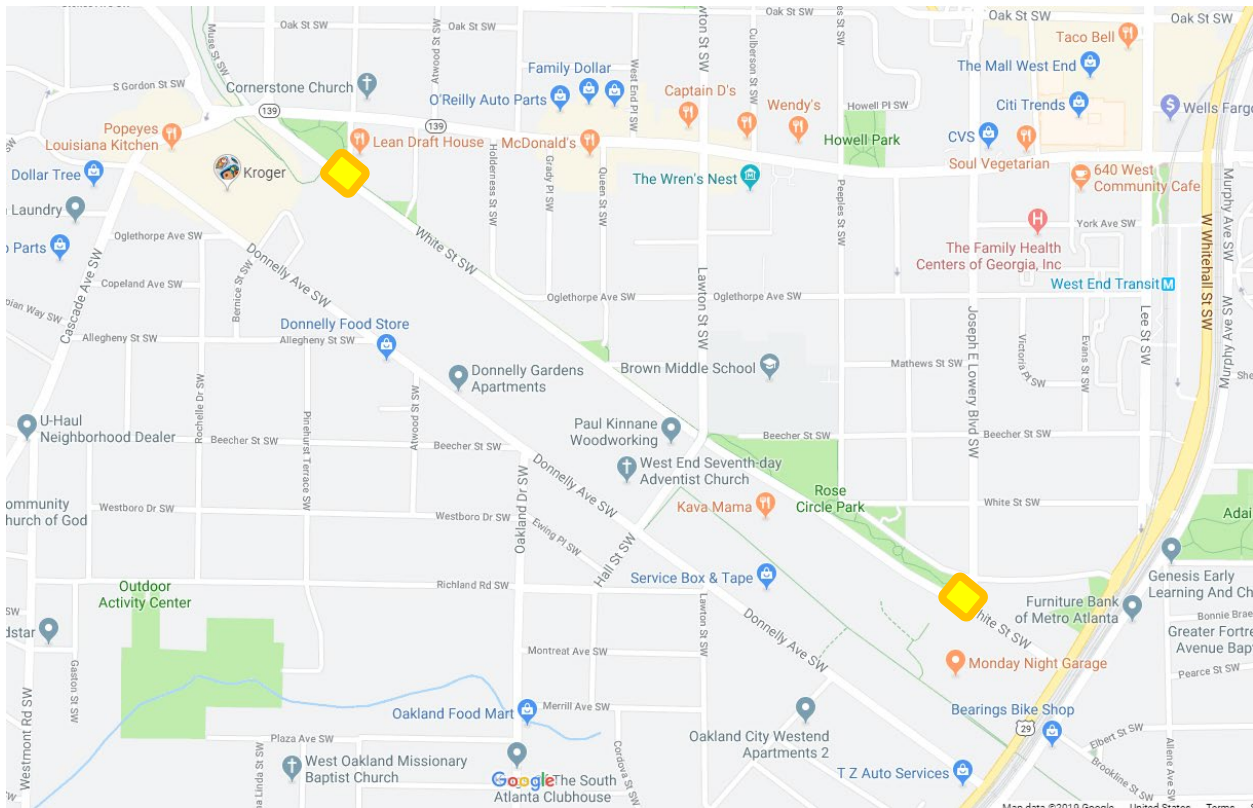
CARMEN CHUBB
CHIEF OF STAFF
OFFICE OF THE MAYOR

CAMILLE RUSSELL LOVE
EXECUTIVE DIRECTOR
MAYOR'S OFFICE OF CULTURAL AFFAIRS

DATE OF RFP: WEDNESDAY, OCTOBER 23, 2019

PROPOSAL DUE DATE: 12:00PM FRIDAY, DECEMBER 6, 2019

REQUEST FOR PROPOSALS: THE CITY OF ATLANTA MAYOR'S OFFICE OF CULTURAL AFFAIRS (OCA) AND DEPARTMENT OF CITY PLANNING (DCP) SEEK PROFESSIONAL VISUAL ARTISTS TO PROPOSE DESIGNS FOR STREET MURALS AT TWO INTERSECTIONS ON WHITE STREET IN THE WEST END



Mural locations on White Street in the West End

Summary

The City of Atlanta’s Placemaking Program is a community-driven initiative to transform Atlanta streets and public spaces to improve transportation safety, and enhance the physical, cultural, and social identities of our public realm. After a competitive application process, DCP selected The West End Neighborhood Development’s (WEND) proposal in 2018 to creatively activate White Street to increase safety, foster pedestrian usage, and inspire community engagement.

OCA, DCP’s Office of Mobility Planning, and WEND seek proposals from local and regional visual artists to create designs for intersection murals that will be installed on White Street in the West End neighborhood. OCA and DCP will install these murals at two (2) intersections: White St & Joseph E. Lowery Blvd SW and White Street & Hopkins St SW. See Attachment 1 of this RFP for location details.

White Street has long served as a speedy car- and truck-centric thoroughfare that separates the neighborhood’s quiet residential side and the traditionally industrial side. Recent people-focused development along White Street has increased car and pedestrian traffic to the area and highlighted the need for safer multimodal access from the residential neighborhood to the burgeoning food, drink and recreation options. This growth has also increased pressure on longtime homeowners as younger professionals and families have rapidly shifted the demographics of the neighborhood.

Project Goals

- Develop a connective design for both intersection murals that communicates and promotes the neighborhood character of the West End.
- Generate a design that is artistically engaging to bring awareness to pedestrian safety, foster interaction and evoke appreciation by the general public.
- Design work that fits well within the context of the site in terms of scale, design, and theme.
- Neighborhood themes include diversity, community, historic architecture, Atlanta History, etc.



The West End Blocks of Culture design represents the neighborhood and should be considered as a guide for the murals’ color scheme.

Project Description

DCP will provide proposing artists with the specific parameters of each intersection where the murals are to be installed. After artist(s) are selected, they will work with project stakeholders and West End community members to modify and finalize the design(s). The Selected Artist(s) will be responsible for completing the design(s) for the intersection murals that fit fully within the intersection parameters. Once finalized designs are completed, DCP will procure a contractor who will then install them in the intersections. Please note the design(s) must not violate the standards set forth in the City of Atlanta Decorative Crosswalk Policy (See Attachment 2 of this RFP). DCP and OCA will work with the artist(s) to modify the selected design as needed.

DCP, OCA and WEND are particularly interested in artwork that represents the spirit of the West End neighborhood, introduces color, and enhances the overall pedestrian experience.



Examples of completed intersection murals

Project Timeline

Monday, October 21: RFP posted

Friday, December 6, 12:00pm: Proposals due

Friday, December 20: All proposers notified of selection decision

January 2020: Artist(s) meet with stakeholders and present designs to West End community for feedback & modifications

February 2020: Finalized intersection mural design(s) completed

Spring 2020: Target mural installation period

Budget/Compensation

The evaluation committee will select up to two (2) artists who will receive an artist fee/compensation of **\$2,000** per intersection for their design(s) of the murals. In addition to the monetary award, the selected artist(s) will be required to work with DCP, OCA, and WEND in efforts to finalize and modify the design(s) as necessary.

Artist Compliance

This RFP is a solicitation for *design only*. There is no expectation of the artist(s) to install the artwork. DCP and OCA will work with the selected artist(s) to modify the chosen design(s) as needed. DCP will procure a contractor to install the murals per the finalized design.

Non-local or Regional artists may apply, but there will be no travel compensation provided by the OCA or DCP. Artists do not need to be listed on the Public Art Atlanta National Registry prior to submitting for this RFP.

Proposal Evaluation Criteria

Design proposals will be evaluated based on the following criteria:

- Submittal of all required proposal materials as outlined in this RFP.
- Originality of design – creativity and uniqueness
- Artist merit of design – quality exhibited by past work and creative portfolio
- Design relevance to the West End neighborhood and immediate context
- Appropriateness of the artwork relative to the goals of the City’s Placemaking Program and WEND

Required Submission

One combined PDF file that includes the following:

- Artist bio/resume (max two pages) including current contact information
- Project narrative (max one page)
- Up to three (3) designs for the intersections
- Images & descriptions of at least two public art projects completed by the artist

Please email complete applications to:

mobility@atlantaga.gov, bxcamelo@atlantaga.gov, and WENDplacemakers2019@gmail.com with the subject line “*West End Placemaking Submission*”

For any questions regarding the project or the proposal submission, please contact Chris McIntosh at cmcintosh@atlantaga.gov.

Contract Terms

All artists will need to sign and date a professional service agreement upon selection. The contract will be given to the artists at the time of orientation. DCP and OCA will negotiate contract terms upon selection. All contracts are subject to review by the City of Atlanta’s legal counsel, and a project will be awarded upon signing of an agreement or contract which outlines the terms, scope, budget, and other necessary items. All content, coding, and graphics used will become the sole property of the City of Atlanta.

Selection Notice

Proposals will be evaluated beginning **Monday, December 9, 2019**. All proposers will be notified of selection decisions no later than **Friday, December 20, 2019**. Selected Artist(s) will be contacted, and contracts will be handled shortly after.

RFP Attachments:

1. Intersection Location Details
2. City of Atlanta Decorative Crosswalk Policy