

MARTIN LUTHER KING JR. DRIVE INNOVATION CORRIDOR IMPROVEMENT PROJECT

Request for Proposals

Utility Boxes

CITY OF ATLANTA OFFICE OF CULTURAL AFFAIRS
AND
RENEW ATLANTA



Utility Box by Catlanta, 2017, Downtown



OVERVIEW

The City of Atlanta Mayor's Office of Cultural Affairs (OCA) Public Art Program and RENEW ATLANTA seek proposals from fifteen professional visual artists to adorn fifteen metal traffic light utility boxes with original painted artworks.

Renew Atlanta's initiative is to sponsor art along the corridor to address vehicular and pedestrian safety concerns, provide additional pedestrian and bicycle access through the implementation of new multi-use trails, and introduce a new linear park along the corridor in addition to several public art installations. The goal is to transform MLK, Jr. Drive into an art filled pedestrian and bicycle friendly corridor with improved access to the Atlanta BeltLine and MARTA bus service.

MARTIN LUTHER KING JR DRIVE

The area's culture is internationally significant. It was home to intellectual leaders of human rights, including W.E.B. DuBois, Booker T. Washington, and the Reverend Doctor Martin Luther King, Jr. MLK, Jr. Drive is a heavily used east-west corridor linking points of interest such as [Downtown Atlanta](#) (which includes the government center), [State Farm Arena](#), the new Mercedes Benz Stadium, Atlanta University Center ([Morehouse College](#), [Spelman College](#), [Clark Atlanta University](#) and [Morehouse School of Medicine](#)), historic Westview Cemetery, four MARTA heavy rail stations, and the [Fulton County Airport-Brown Field](#). Suburban and historic urban neighborhoods line the corridor alongside notable parks such as [Mozley Park](#) and [Washington Park](#) and other community facilities such as the historic [Booker T. Washington High School](#), [Adamsville Recreation Center](#), [Atlanta BeltLine](#), and the [Lionel Hampton Multi-use Trail](#). The corridor also parallels I-20, the region's major east-west freeway and crosses I-285, the region's perimeter freeway. At the intersection of Ralph David Abernathy Boulevard, MLK Jr. Drive becomes State Route 139 going westward past historic [Westview Cemetery](#), through the Adamsville community and eventually to the Atlanta city limits and Fulton Industrial Boulevard in unincorporated Fulton County. The corridor is served by 14 local and one express bus route and is located near portions of regional multi-use trail systems that currently have limited connectivity. The eastern end of the corridor intersects with the [Atlanta BeltLine Southwest Trail](#) that is currently under construction.

There are three [MARTA](#) Heavy Rail stations within one quarter of a mile of MLK, Jr. Drive and one located on the street. There are 14 MARTA bus routes and three core and secondary bicycle routes on the Drive. I-20 an east-west expressway and I-285 an interstate highway loop encircling Atlanta both intersect MLK, Jr. Drive.

CITY OF ATLANTA MAYOR'S OFFICE OF CULTURAL AFFAIRS

The City of Atlanta's Mayor's Office of Cultural Affairs (OCA) was established in 1974 to encourage and support Atlanta's cultural resources. The initial mission was to solidify the role that arts and other cultural resources play in defining and enhancing the social fabric and quality of life of Atlanta citizens and visitors. Today the OCA understands that the arts play an essential role in defining the cultural vitality of the city and is working to enhance Atlanta's reputation as a cultural destination. The OCA aims to provide programs that contribute substantially to the city's economy and quality of life. The OCA's programming is executed in four key areas: Public Art, Arts and Education Services, Contracts for Arts Services and Performing Arts. The OCA also manages the Chastain Arts Center/City Gallery at Chastain and Gallery 72.

PUBLIC ART PROGRAM

The City of Atlanta's Public Art Program (PAP) focuses on the conservation and maintenance of Atlanta's Public Art Collection and produces ELEVATE, an annual free Public Art festival featuring local, national and international artists throughout the city. ELEVATE had been named one of the Top 50 Public Art Projects in the country by Americans for the Arts and has also been nominated for the Livable Cities Award. The PAP also manages the City of Atlanta Public Art Audio Tours which focus on educating the residents and guests about Atlanta's Public Art Collection located in the central downtown Atlanta area.

PROJECT SCOPE

15 SITES

OCA will assign the 15 different sites between Northside Drive and the I-20 crossing to each of the 15 artists:

MLK JR DR NW AND WALNUT ST SW / MLK JR DR NW AND TATNALL ST SW / MLK JR DR NW AND SUNSET AVE / MLK JR DR NW AND GRIFFIN ST NW / MLK JR DR NW AND JAMES P BRAWLEY DR SW / MLK JR DR NW AND JOSEPH E. LOWERY BLVD NW / MLK JR DR NW AND WHITE HOUSE DR SW / MLK JR DR NW AND OLLIE ST NW / MLK JR DR NW AND MORRIS BROWN DR SW / MLK JR DR NW BRIDGE NEAR INST AND STAFFORD ST SW / MLK JR DR NW AND BURBANK DR NW / MLK JR DR NW AND CHICAMAUGA AVE NW / MLK JR DR NW AND CHAPPELL DR NW / MLK JR DR NW AND LAUREL AVE SW / MLK JR DR NW AND WEST LAKE AVE NW

ARTIST ELIGIBILITY

- Local, regional, or national artists and/or artists teams with experience in painting are eligible. Artists are not required to have a public art background, but it is highly encouraged as all painting will occur on-site, and outdoors. For non-local or regional artists that apply, there will be no travel compensation.
- Open to authorized U.S. residents only. The City of Atlanta participates in E-Verify and will provide the federal government with your Form I-9 information to confirm that you are authorized to work in the U.S.
- All applicants, regardless of race, sex, religion, nationality, origin or disability will be considered.

BUDGET

- The fifteen selected artists will each receive an artist fee of **\$2,000 total**, all inclusive. Artists will be required to provide their own primer, paint, and clearcoat as well as application supplies (sprayers, brushes, or other). **Golden brand acrylic paint must be utilized for this project.** See detailed paint specifications attached.
- Selected artists will receive \$1,000 (50%) as down payment at the start of the project and the remaining \$1,000 upon completion.

SELECTION CRITERIA

Artists will be selected via an artist selection committee including professional artists, community stakeholders, and partnering agencies

Proposals will be evaluated based on the following criteria:

- Originality of Design
 - Is the artwork unique and original?
- Artistic Merit of Design
 - Is the design visually and/or conceptually stimulating?
- Design's relevance to MLK Jr. Drive and surrounding neighborhoods
 - How will the design interact with its viewers in this community?
 - Is the subject matter or design relevant and appropriate for this audience?
- Previous professional art experience
 - Does the submitted portfolio examples show artistic merit and support the proposal's feasibility?

TIMELINE

- **March 8** : RFP distributed
- **April 4** : Proposals due
- **April 13** : Selected artists will be notified
- **April 22** : Artist orientation, expectations and materials
- **May 22** : Utility boxes must be completed

SELECTION NOTICE

Proposals will be evaluated beginning April 5. Selected artists will be notified by April 13. Non-accepted artists will be notified by April 15. All selected 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.

CONTRACT TERMS

The 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 Office of Cultural Affairs.

REQUIRED APPLICATION MATERIALS

1. Statement of Interest and/or conceptual approach in one page using 12pt font in PDF
2. Renderings of proposed painted design(s) for the utility boxes. Using one of two options: Hand drawing or digital drawing with colors in PDF
3. CV or resumé that outlines professional accomplishments (maximum 1 page per person) please include your address, email, and phone number in PDF
4. Three professional references (name, affiliated organization, email address and phone number) in PDF
5. Images (4 maximum) of previous artwork and/or commissions (not proposals) which demonstrate your qualifications for the project. All images in same PDF format. Each image must list title, location, date completed/performed, media, dimensions, brief description of the project/conceptual information, and budget (if applicable).

All proposal submission materials must be received by 5:00PM on April 4, 2022.

1. Please email your proposals in a single PDF to esorgenfrei@AtlantaGA.gov
2. The subject line should read:
ARTIST NAME: Utility Box Mural MLK

For any questions regarding the project or the proposal submission, please contact Emily Sorgenfrei at esorgenfrei@AtlantaGA.gov by March 30 for early response.

(PAINT SPECIFICATIONS)

- Utility Boxes must be prepped by clearing any debris or residue by applying perhaps with GooGone and scraping, if needed. The next step would be to wipe it down with rubbing alcohol.
- **Two** undercoats of outdoor **ZINSSER BULLS EYE 1-2- 3 primer** must be applied before painting may begin.
- Because of the conditions to which the utility boxes are subjected to, **ONLY GOLDEN brand paints may be used to paint the boxes**. They have been selected because of their durability under harsh conditions. Upon completion of the painting, two clear coats must be applied in this order:
 - An Isolation Coat of **GOLDEN SOFT GEL GLOSS** which provides a protective layer between paint and the final protective coat. This layer is permanent
 - A Protective Varnish/Clear coat of **GOLDEN ARTIST COLOR MSA VARNISH**. In case a graffiti tag or other undesirable substance gets on the painting, this is a washable layer.
- Links to spec sheets:
 - [Zinsser Bulls Eye 1-2-3 Primer](#)
 - Golden Acrylic Paint
 - [Golden Soft Gel Gloss](#)
 - [Golden Artist Color MSA Varnish](#)