



Central Atlanta Progress
Atlanta Downtown Improvement District

Request for Artists Proposals (RFP) for Broad Street Plaza Mural

Issued By
Central Atlanta Progress / Atlanta Downtown Improvement District (CAP/ADID)

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For Additional Information, please contact:

Wesley Brown

Central Atlanta Progress

Email: WBrown@AtlantaDowntown.com

A. Project Summary

Central Atlanta Progress and the Atlanta Downtown Improvement District are seeking proposals from artists or artist teams for the commission of a site specific outdoor mural to be installed on an existing blank concrete wall on the Broad Street Plaza (Plaza) in Downtown Atlanta. The Broad Street Plaza is located immediately south of the intersection of Marietta Street and Broad Street NW, between Marietta Street and the Five Points MARTA Station. The subject wall on the Plaza runs along the Plaza's southwest boundary and measures approximately 6'-0" high x 101'-00" long. The proposed permanent mural piece will be installed in accordance with the City of Atlanta's Public Art guidelines.

CAP/ADID is particularly interested in site specific artwork with potential to: brand the Plaza space, introduce color, serve as a backdrop for photos, and provide an invitation for spectators to become part of the Plaza's experience.

The piece must be durable and suitable for outdoors with the ability to withstand the elements of the local climate as well as interaction with the public.

Artist proposals are to include all proposed costs, such as materials, transportation to and from the site, installation, artist fees, etc. Artists will be asked to develop a line itemized budget as part of the proposal submission. There is no pre-established project budget; however, the affordability of the project cost will be weighted in the selection process.

B. Central Atlanta Progress & Atlanta Downtown Improvement District

Central Atlanta Progress, Inc., founded in 1941, is a private nonprofit community development organization providing leadership, programs and services to preserve and strengthen the economic vitality of Downtown Atlanta. With a board of directors of Downtown's top business leaders, CAP is funded through the investment of businesses and institutions.

The Atlanta Downtown Improvement District, founded in 1995 by Central Atlanta Progress, is a public-private partnership that strives to create a livable environment for Downtown Atlanta. With a board of directors of nine private- and public-sector leaders, ADID is funded through a community improvement district. The District currently contains 220 blocks within an area generally bounded by North Avenue on the north, Memorial Drive on the south, Piedmont Avenue and the Downtown Connector on the east, and the Norfolk-Southern rail line on the west, but providing services all the way to Northside Drive.

Working side by side, CAP and ADID are committed to creating a thriving Downtown Atlanta community for all of its property owners, employees, residents, students and visitors.

C. About the Site

As the center of the City of Atlanta, Downtown is the central hub for business, tourism and entertainment. Within the central business district, Downtown Atlanta's Broad Street Plaza sits adjacent to MARTA's Five Points Station. The Five Points MARTA Station is the highest used bus and rail station in the system, providing transit access across the region. With the Plaza serving as the welcome mat to Downtown Atlanta, it is critical to curate a public art piece fit to enhance Downtown's "foyer".

The Broad Street Plaza is bound by multiple office towers, the busiest station in the MARTA system and several large and small retailers. Additionally, destinations within a 5-minute walk of the Plaza include: Centennial Olympic Park, CNN Center, Georgia State University, Philips Arena and Woodruff Park.

The pedestrian-only plaza is frequented by thousands of people daily and thus a successful installation is poised to enhance the experience of the Plaza for users. Intended to capture the character of the Plaza, the RFP seeks proposals for an engaging mural to identify and anchor the Plaza while providing opportunities for passersby to view and photograph. It is expected that the creative public mural will embody the immediate surrounding environment of Broad Street Plaza and Downtown Atlanta. Additionally, because the site benefits from a striking urban backdrop, favorable consideration will be acknowledged to proposals addressing user perspectives, including photo opportunities.

In partnership with the City of Atlanta, MARTA and area stakeholders, CAP/ADID has implemented streetscape enhancements along the Peachtree Street station entrance, landscape enhancements around the station, programming events in underutilized spaces and deployed two artistic enhancements – the Five Points Station mural along Peachtree Street (2015) and a colorful tree sock installation (2016). The execution of the Broad Street Plaza mural will serve as a contributing effort to further enhancing Downtown's public spaces.

The RFP site is a concrete surface wall, roughly 6'-0" high X 100'-11" long (see Image 1).



Mural along Peachtree Street SW

The vinyl print graphic was designed in response to a project call from Elevate Atlanta and implemented in two steps – designed by an artist and installed by a fabricator. The approach was selected to preserve the underlying granite façade.



Tree Sock Installation through the Plaza

Inspired by the whimsical "yarn bombing" craze, CAP/ADID organized a group of volunteers to knit garments for the trees on the Broad Street Plaza.

D. Project Goals and Considerations

- Develop a visual element that communicates and promotes the community and character of the Broad Street Plaza
- Generate product that is artistically engaging and sufficiently stimulating to ignite conversation, 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)
- Consideration of the audience – residents, workers, commuters, students and visitors, with a particular emphasis on pedestrians
- Consideration of the view corridors of the surrounding area during the day and night hours
- Materials should be of the highest quality and should be designed and fabricated for durability as well as for low maintenance

E. Budget

No budget is proposed by CAP/ADID. The RFP seeks proposals presenting all costs associated with the proposed mural which are to be inclusive of, but not limited to, artist design fee, materials, installation labor, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the mural.

F. Eligibility

The RFP is open to all professional artists or artist teams over the age of 18.

G. Proposal Deadline

All proposals materials must be submitted electronically by 5:00pm EST on Friday, June 9, 2017. Submit materials via email to WBrown@AtlantaDowntown.com. Please submit files in a single PDF format. When possible and limit file size to 10MB.

H. Timeline

- | | |
|--------------------|--|
| ▪ May 8, 2017 | Announcement of RFP |
| ▪ May 31, 2017 | Deadline for submission of questions regarding RFP |
| ▪ June 1, 2017 | Responses to questions posted |
| ▪ June 9, 2017 | Deadline for receipt of proposal materials |
| ▪ June 12-16, 2017 | Review of proposals |
| ▪ June 19-23, 2017 | Interviews of up to 3 semifinalists |
| ▪ June 23, 2017 | Selection and notification of winning proposal |
| ▪ July 2017 | Installation of artwork |

I. Proposal Process:

All artists are required to submit the following:

1. **Contact information** for all team members, including name, address, telephone number and email address
2. **Biographical information** or resumes including previous experience for principal team members
3. Maximum of **(5) digital images of previously completed work (JPEG or PDF)**
4. Minimum **(2) references**
5. Optional additional support material i.e. news articles or other relevant information on past projects
6. **One sentence summary** describing the proposed work
7. **Written narrative** describing your proposal (250 words or less)
8. Minimum of **(3) sketches or images of the proposed work (JPEG or PDF)**, showing scale, dimensions and elevation
9. Proposed **installation plan**
10. Line itemized **budget**

J. Selection Process:

The Selection Committee will review all complete proposals. Up to three semifinalists will be invited for an interview. One finalist will be selected for commission.

K. Selection Criteria:

The committee will use the following criteria in the selection process:

- Submittal of all required proposal materials as outlined in this RFP
- Success in addressing the Project Goals and Considerations as outlined in Section D
- Originality – creativity and uniqueness
- Quality and craftsmanship exhibited by past work
- Appropriateness of artwork media and scale relative to site and to Downtown
- Maintainability – surface durability and resistance to vandalism, weathering, excessive maintenance and repair costs
- Appropriateness for placement on an urban pedestrian site, including ability for artwork to encourage and withstand public interaction
- Considerations for Public safety
- Feasibility – artist's proven track record/ability to complete the work on time and within the budget.

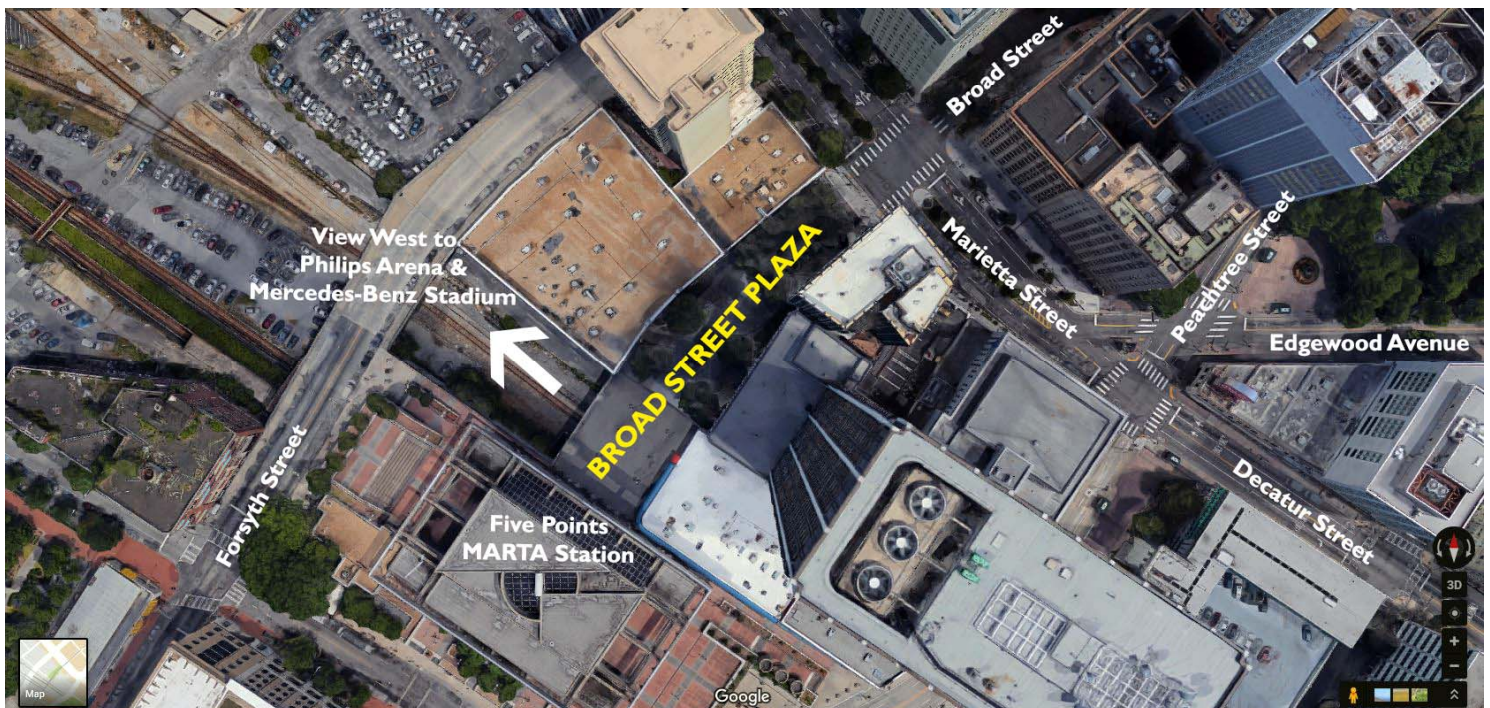
L. ImagesContext Map

Image 1



The subject wall spans the prominently visible west edge of the Broad Street Plaza. The site offers obscured and unobscured views of Downtown's towers and attractions such as Philips Area and Mercedes-Benz Stadium.

Image 2



The Plaza hosts a variety of events, thus serving a diverse user group. The photo above was captured during a food truck event.

Image 3



The Plaza hosts a variety of events, thus serving a diverse user group. The photo above was captured during a religious ceremony.

Image 4



The Plaza hosts a variety of events, thus serving a diverse user group. The photo above was captured during a scavenger hunt meet-up.