



TOWN CENTER COMMUNITY

Artist Opportunity: Request for Proposal

TOWN CENTER COMMUNITY ALLIANCE:
MURAL
MAY 8, 2024

ARTISTS OPPORTUNITY: RFP FOR MURAL ON NOONDAY CREEK TRAIL

PROGRAM OVERVIEW

The Town Center CID is a community improvement district located in Kennesaw, Georgia. The Town Center CID (TCCID) was formed in 1997 to foster the growth potential of Atlanta's suburban business center. Since then, we have introduced the latest concepts in regional planning to improve everyday life, travel, and business. Our district's residents, employees and business owners deserve smart, sensible, and impactful improvements, so we find solutions that reduce traffic, raise economic value, enhance quality of life, and create clean, safe spaces where people want to be. We represent a connection between the public and the commercial property owners in our district, and we have found that these entities all share the same goal—to enjoy a distinct community with thriving businesses, safe roads and beautiful shared spaces. In our unique role, we can help integrate the needs of the public with the interests of investors. Together, we can determine projects that will have the greatest impact and shape a cohesive plan for the future of Town Center.

In 2015, the TCCID established the Town Center Community Alliance (Alliance), as a non-profit creative placemaking partner, with the objective of enriching the CIDs integral infrastructure projects with beautification and quality of life programs.

The Alliance takes a strategic look at creative placemaking elements that will help the CID reach their Vision of being *a dynamic region that fosters a thriving business, academic, and residential community*. While the CID primarily builds roads, multi-use trails, and sidewalks, the Alliance finds ways to celebrate the unique character of Town Center. From public art and aesthetic fixtures to small parks, the Alliance drives placemaking initiatives that strengthen our connection to our environment and maximize shared public value.

By activating the physical and social environment in Town Center, the Alliance helps attract businesses and residents, boost economic development, and shape a sense of community.

TCCID has invested over \$3M in the Noonday Creek Trail. Final phases of the trail opened in September 2014, and spans close to seven miles in length, beginning at the Kennesaw Mountain Battlefield Park to the Bells Ferry Trailhead. Since 2019, trail counters have logged over 1.1 million visitors along the trail. TCCID recognizes that, although successful, the trail's potential hasn't been fully realized. Strategies to activate the trail need to be implemented to attract and retain users of all ages, demographics, and physical abilities. As the Town Center CID strives to create a healthy environment for the surrounding commercial property owners and its stakeholders, activation of the trail will increase safety, improve aesthetics, and introduce new opportunities within the CID.

The purpose of this RFP is to gather creative, inspirational concepts for activation on Noonday Creek Trail. Please familiarize yourself with the full [Activation Plan completed in 2018](#) and the [Creative Placemaking Master Plan completed in 2023](#).

SPECIFIC LOCATIONS FOR INSTALLATION

While the Noonday Creek Trail provides countless opportunities for activation, the Alliance is currently focusing on the following locations for mural installation, but other areas may be explored.

1. I-75 Bridge over Noonday Creek Trail
2. I-575 Bridge over Noonday Creek Trail
3. Chastain Meadows Bridge over Noonday Creek Trail
4. Aviation Park restroom facility

Refer to Exhibit A overall Trail Map.

Refer to Exhibit B for more information on site locations.

SELECTION CRITERIA

The Alliance will evaluate submissions based on the following criteria:

- Professional qualifications, documented capability, and experience to complete the project successfully.
- Artistic excellence, innovation, originality, and/ or perspective.
- Level of relevance to local community and programs thematic pillars.
- Artwork submitted is Artist's original, creative work – proposals which contain imagery that is copyrighted by a different entity, stolen, or copied from any other source will not be considered. Historic images/ imagery may be incorporated if public domain or with permission for use.
- How the artwork fits into the specific space provided.

BUDGET AND FUNDING

Depending on artist, design size and design complexity, costs will vary. Artists should include a budget with each design sketch submitted. Funding is inclusive. Artists are responsible for providing all materials required to complete the project as specified and approved. In addition, performance bonds may be required by the governing agency (Georgia Department of Transportation or Cobb County Department of Transportation) and artist will need to provide required bond and proof of insurance.

The Alliance is currently working on funding for new projects; therefore, installation timelines will be dependent on funding availability.

TIMELINES & APPROVALS

Concept sketches for the mural installation will need to be approved by multiple agencies; the Alliance, Cobb County DOT and/ or Georgia DOT. This process can take several months. No artists may begin any installation until the design is approved and all agreements are completed

and submitted to the Town Center Community Alliance and necessary agencies. The Alliance reserves the right to request additional information. Artist should include, for each art piece, an estimated timeline for completion.

STIPULATIONS & LEGAL INFORMATION

- At no time shall damage occur to the trail surface.
- At no time shall the entire trail be blocked to prevent pedestrians and cyclists from using the trail. This applies during installation, as the art piece is displayed and during removal, if applicable.
- The Alliance reserves the right to remove any and all art displays, if they become a hazard to the public, without written consent from the artist.
- This RFP does not commit the Alliance to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure a contract for services or supplies.
- The Alliance reserves the right to accept or reject any and all proposals received because of this request, to waive technicalities, informalities and minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, any of the foregoing based upon the best interest of the Alliance and determined in its sole discretion.
- The Alliance may require the proposers selected to participate in negotiations, and to submit additional pricing, technical information, or other revisions/ information to their proposal.

In addition to site details and images provided in this RFP, you may also learn more about the Town Center Community online at www.towncentercid.com

APPLICANT GUIDELINES

A complete submittal must include all of the items listed below:

1. Resume: An artist resume with contact information and accomplishments. If submitting as a team, please submit a resume for each team member. Include 3 professional references who can attest to your public art projects or equivalent skills/ experience.
2. Statement of Interest: An artist (or team) statement of interest (no more than 1,000 words) describing.
 - a. Why the artist/ team is interested in the mural project on Noonday creek Trail and/ or Aviation Park restroom facility.
 - b. Previous installations or other public art experience.
 - c. The artist's connection to, or interest in, the Kennesaw, Town Center, Cobb County community.
 - d. How the artist believes the art will enhance the Town Center Area and Noonday Creek Trail.
3. Previous Work Samples: A minimum of 3, no more than 5, work samples of previous installations and/ or previous artwork that represent artist's capability and style. Include a brief description of each of the previous installations. Artists may submit 1 image of each work (in its entirety) AND 1 large detail image of each piece (the detail image can contain up to 10 images).
 - a. JPEG images only, no larger than 3000px or 10 inches on the longest side at the maximum resolution of 300ppi/dpi.
 - b. Files should be named as follows:
Lastname_01.jpg; Lastname_01_detail.jpg
Lastname_02.jpg; Lastname_02_detail.jpg
Lastname_03.jpg; Lastname_03_detail.jpg, etc.
4. Art Concepts: A concept drawing for the proposed art piece installation for each specific location.
 - a. A sketch or rendering of the artwork proposed.
 - b. Identification of materials used for the artwork. For example, paint type.
 - c. Dimensions pertaining to the size of the art piece should be included. For bridge murals, state beginning and ending points.
 - d. Location. (Note: You do not need to submit for every location identified in this RFP.)
5. Budget/ Cost: An estimated cost for each of the proposed installations.
6. No late submissions will be accepted.

Submittals must be received by Friday, June 7, 2024.

Only email submissions accepted and should be sent to:

Jennifer@towncentercid.com

EXHIBIT A
Overall Trail Map

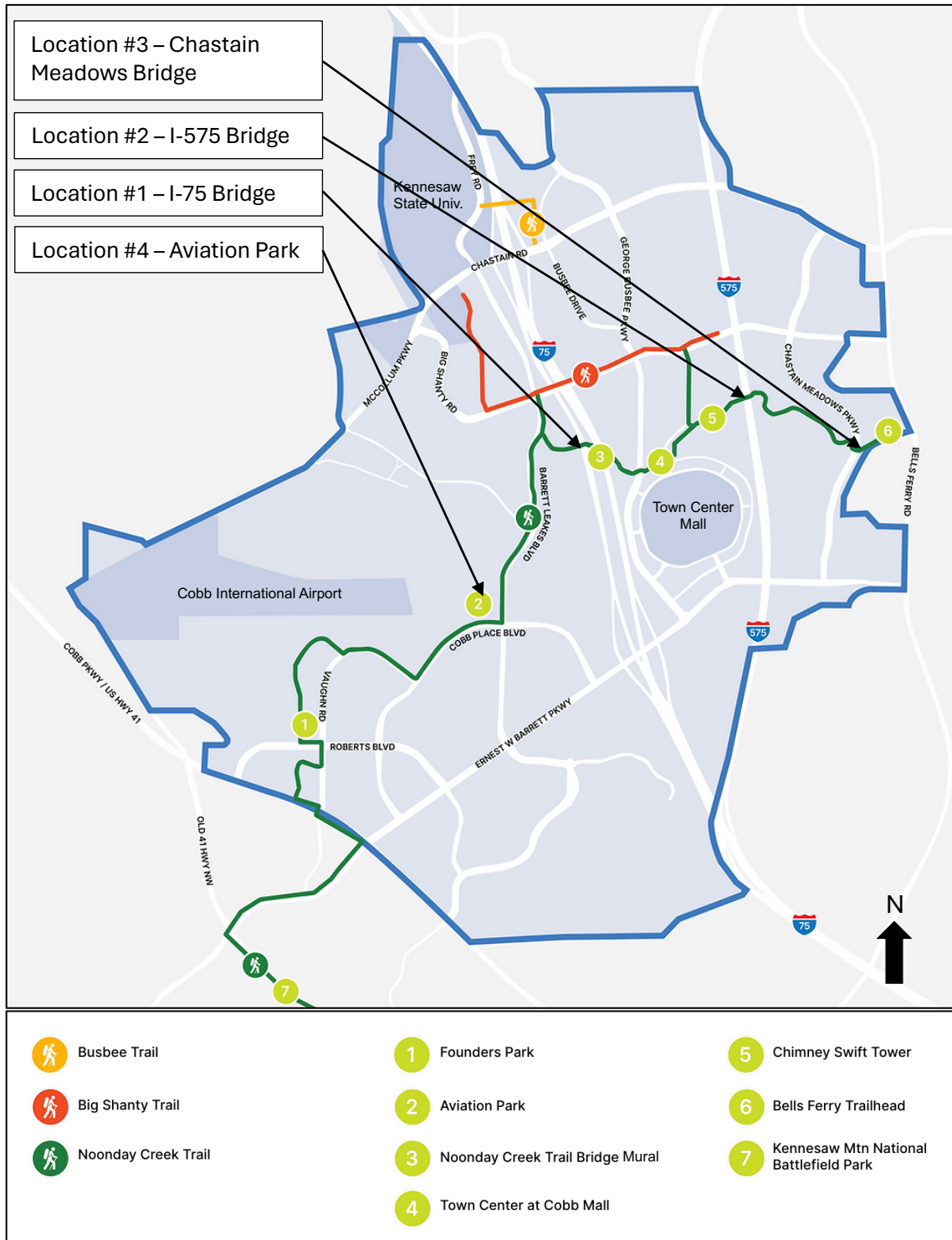


EXHIBIT B

Site Locations

Location #1 – I-75 Bridge over Noonday Creek Trail

Note: The only portion of this bridge that can be painted is the concrete. No metal areas.



I-75 bridge southbound. Site Characteristics:

- Area only accessible by trail, not interstate.
- Asphalt trail at this location.
- Trail is approx. 10 feet wide.
- Average height of bridge from trail surface is approx. 12-15 feet.
- Limitations include:
 - o Railing on each side of trail.
 - o Some weight restrictions on trail surface due to thickness of pavement. A car is permissible to reach the area; however, a cherry picker is too heavy to maneuver and would damage trail surface.



Looking west under I-75 bridge.
Mural surface on concrete columns and support structure.



Looking southwest under I-75 bridge.



Looking south under I-75 bridge. We would like to have columns across creek painted as well. This can be discussed due to access.



On trail looking west at approach to bridge.



On trail looking east under I-75 bridge.



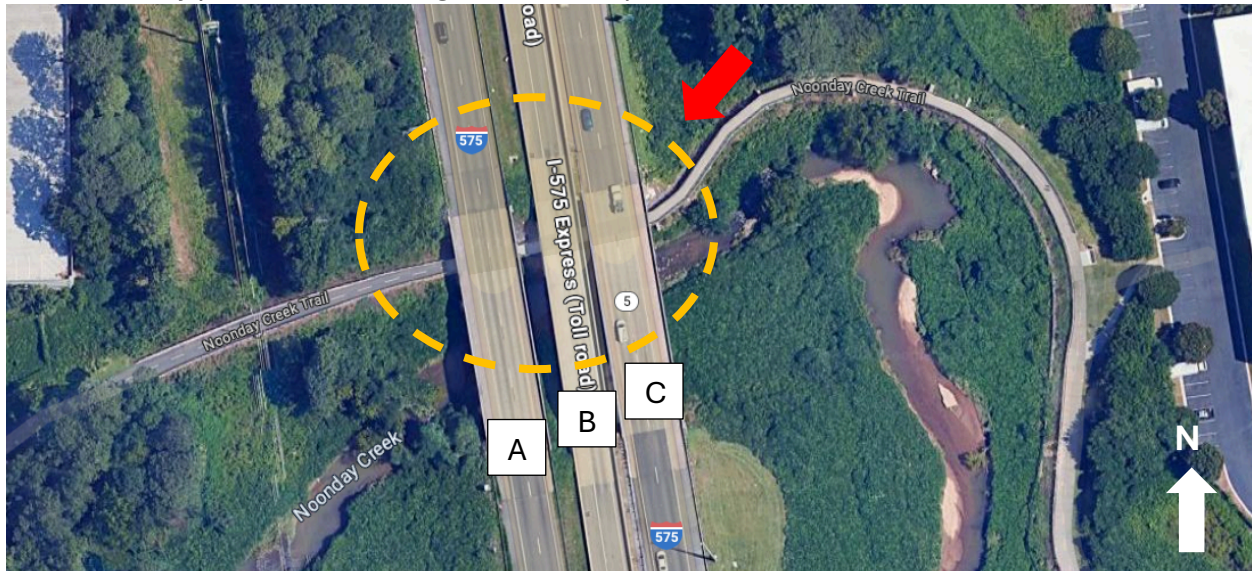
Looking north east at bridge embankment.



Slope from trail to base of columns.

Location #2 – I-575 Bridge over Noonday Creek Trail

Note: The only portion of this bridge that can be painted is the concrete. No metal areas.



I-575 bridge. Site Characteristics:

- Three (3) bridges at this location. I-575 SB, I-575 NB, I-575 Express Lane.
- Area only accessible by trail, not interstate.
- Asphalt and concrete trail at this location.
- Trail is approx. 9 feet wide at approach on west side (asphalt) and narrows to approx. 6 feet wide (concrete).
- Average height of bridge from trail surface is 9-10 feet.
- Limitations include:
 - o Railing on each side of trail.
 - o Some weight restrictions on trail surface due to thickness of pavement. A car is permissible to reach the area; however, a cherry picker is too heavy to maneuver and would damage trail surface.
 - o Steep slope to bridge column base.



Looking east to I-575 bridge.



Looking east at I-575 bridge. (Bridge A.)



Looking east at I-575 bridge, creek on south side of trail. (Bridge A.)



Looking south at I-575 bridge. We would like to have columns across creek painted as well. This can be discussed due to access. (Bridge A.)



Looking north at bridge embankment. (Bridge A.)



Looking back west at bridge **A**.



Looking back west at bridge **A**.



Bridge columns and support. Rock and kudzu on ground level. (Bridge **B**.) There is a big slope from the trail to the base of the columns.





Bridge B.



Bridge B.



Bridge B on the left. Bridge C on the right.



Bridge C.



Looking west at bridge **C** and embankment.



Looking northwest at bridge **C** and embankment.



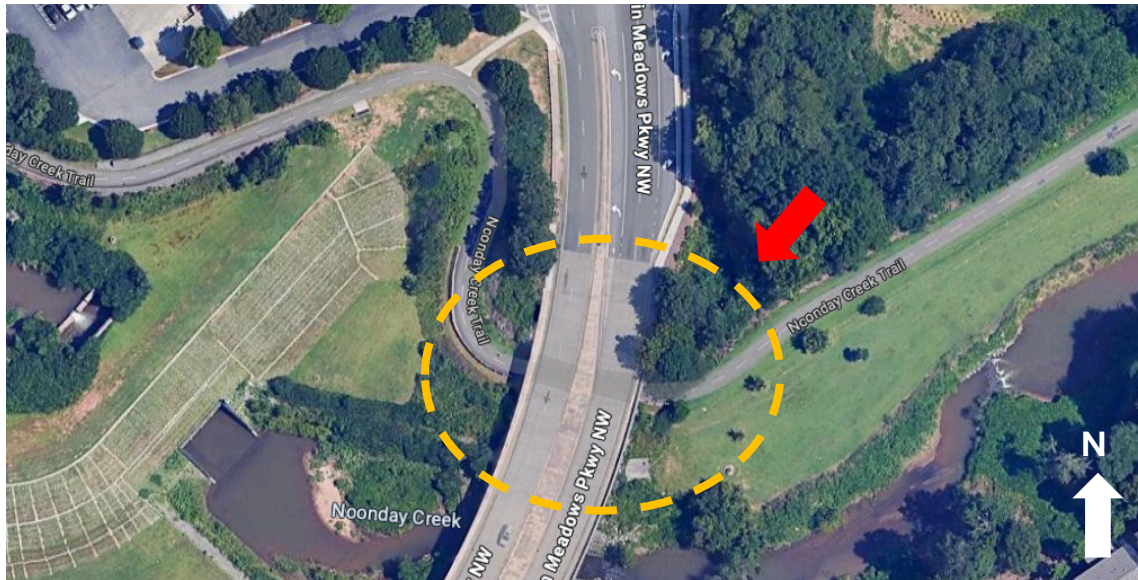
Slope from trail down to column base of Bridge **C**.



Standing at bridge **C** looking west under all overpasses.

Location #3 – Chastain Meadows Bridge over Noonday Creek Trail

Note: The only portion of this bridge that can be painted is the concrete areas. No metal areas.



Chastain Meadows bridge. Site Characteristics:

- Area only accessible by trail, not roadway.
- Asphalt trail at this location.
- Trail is approx. 12 feet wide.
- Average height of bridge from trail surface is 12-15 feet.
- Limitations include:
 - o Railing on only one side of trail.
 - o Some weight restrictions on trail surface due to thickness of pavement. A car is permissible to reach the area; however, a cherry picker is too heavy to maneuver and would damage trail surface.
 - o Large rock under bridge at columns.



Looking east at bridge approach.



Bridge embankment.



Bridge embankment and rock.



Concrete columns, supports and overhead beams.



Additional columns and supports. We would like to have columns across creek painted as well. This can be discussed due to access.



Area at back of railing.



Embankment and concrete beams.





Looking south west towards bridge.



Looking west towards bridge.

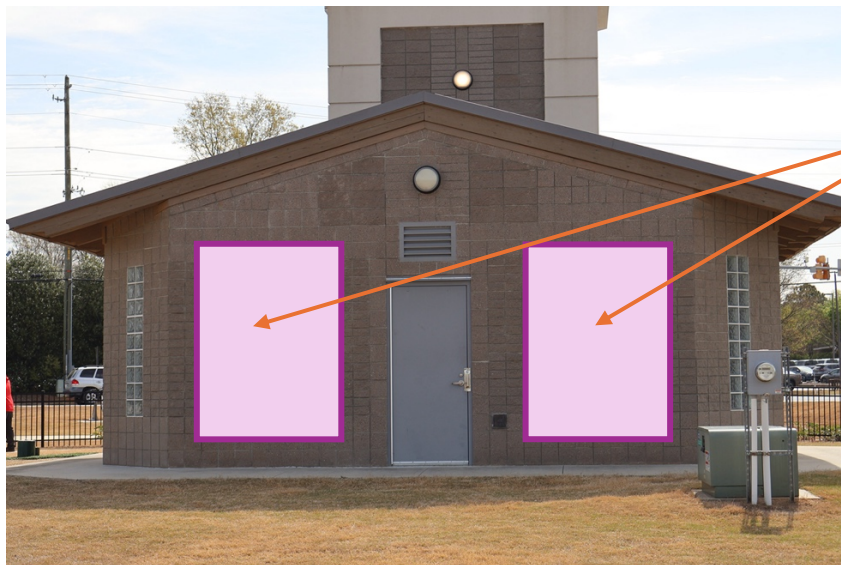
Location #4 – Aviation Park Restroom Facility

Note: A mural cannot be painted directly on the building. Information on how to attach a mural to the building would be required.



Aviation Park. Site Characteristics:

- This is a park site with a lot of visitors. Perfect for a photo moment.
- Wall location is on the backside of the restroom building.
- Murals will need to be completed on a board/ wood material/ other and mounted to wall with appropriate fasteners. Coordination to occur with County Parks and Recreation personnel.



Two murals to be located as shown. Actual size to be determined by artist.