



## Artist Opportunity: Request for Proposal

TOWN CENTER COMMUNITY ALLIANCE: ACTIVATION  
CONCEPTS ON NOONDAY CREEK TRAIL

September 15, 2020

## ARTISTS OPPORTUNITY: RFP FOR ACTIVATION CONCEPTS ON NOONDAY CREEK TRAIL

### PROGRAM OVERVIEW

The Town Center CID is a community improvement district located in Kennesaw, Georgia. The Town Center CID formed in 1997 to foster the massive 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 CID established the Town Center Community Alliance, as a non-profit creative placemaking partner, with the objective of enriching the CID’s 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 becoming one of the most accessible, prosperous and exciting areas in metro Atlanta. While the CID primarily builds roads, trails, sidewalks and bike lanes, 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.

The Town Center Community Improvement District (CID) has invested over \$3M in the Noonday Creek Trail. Final phases of the trail opened in September 2014, and five miles of the trail are located within the CID boundary. Since 2019, trail counters have logged over 1.2million visitors along the trail at various points. The Town Center CID 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](#).

## **PROGRAM SPECIFICS**

The activation strategies the Alliance is looking to implement through this RFP based on the full activation plan include, but are not limited to:

- Public Art
- Creative Seating
- Murals
- Creative Trail Furnishings
- Shade Structures

## **SPECIFIC LOCATIONS OF INTEREST**

While the Noonday Creek Trail spans over 7 miles and provides countless opportunities for activation, the Alliance is currently focusing on these areas for initial activation, but other areas may be explored.

1. Bells Ferry Trailhead
2. Trail portion between Vaughn Road and Founders Park
3. Trail entrance/bridge at George Busbee Parkway, next to Stone Summit
4. Trail portion between Bells Ferry Trail head and Interstate 75 overpass
5. Trail Entrance southbound on Vaughn Road just past Roberts Blvd

At no time shall damage occur to the trail surface. Minimal removal of vegetation will be allowed, and all art displays must be located within the trail right of way, unless permission has been received from the adjacent private property owner. At no time shall the trail be blocked to prevent pedestrians and cyclists from using the trail. This applies during installation/ construction, 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.

Recommendations for murals on bridge abutments and columns at interstate underpasses are encouraged.

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 to their proposal.

In addition to site details and images provided in this RFP, you may also learn more about the Town Center Community Alliance and Town Center CID online at [www.towncentercid.com](http://www.towncentercid.com).

## **SELECTION CRITERIA**

The Town Center Community 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 program's 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 & 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.

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

## **TIMELINES & APPROVALS**

No artists may begin any installation until the design is approved and all agreements are completed and submitted to the Town Center Community Alliance. All projects will also require approval by Cobb County and approval will be coordinated by the Alliance.

The Alliance reserves the right to request additional information.

Artist should include, for each art piece, an estimated timeline for completion and note if the project shall be a permanent or temporary installation. If project will be a temporary, the artist should provide a recommended timeframe and removal specifics. Removal of art pieces will be at the expense of the artist and must be coordinated with the Alliance prior to removal. If the project will be a permanent installation, artist should outline expected maintenance requirements.

## 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 an activation project on Noonday Creek Trail
  - 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 Town Center Area and Noonday Creek Trail
3. Previous Work Samples: A minimum of 3—and no more than 5—work samples of previous installations and/or samples of previous artwork that represent artist's capability and style. Include a brief description of each of the previous installations. Artist may submit 1 image of each work (in its entirety) AND 1 large detail image of each piece (up to 10 image files in total).
  - a. JPEG images only, no larger than 3000 px or 10 inches on the longest side at a maximum resolution of 300ppi/dpi.
  - b. Name your image files in this manner:  
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. Concept should include:
  - a. A sketch or rendering of the artwork.
  - b. Identification of materials used for the artwork. For example: steel, concrete, wood, etc.
  - c. Dimensions pertaining to the size of the art piece should be included.
  - d. Location for the art piece along the trail. This can be provided using a map or aerial photo as applicable.
5. Budget/ Cost: An estimated cost for each of the proposed installations.
6. No late submissions will be accepted.

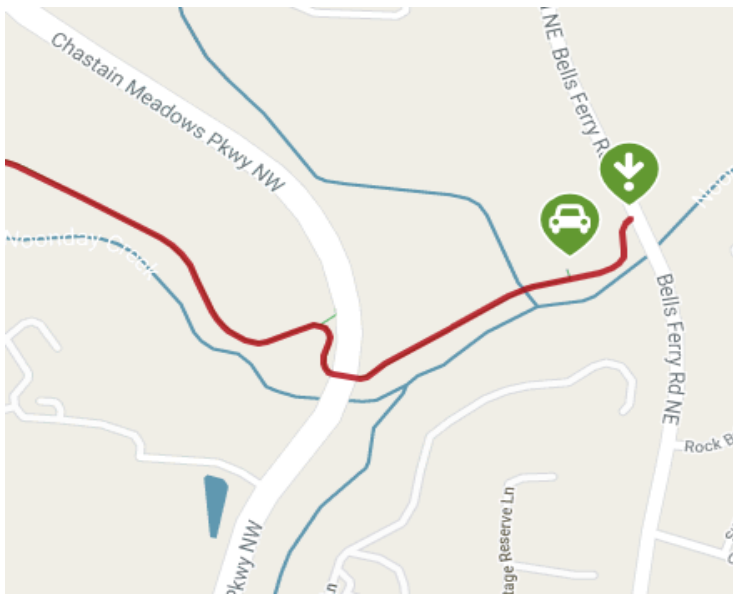
**Materials must be received by **October 15, 2020 at 5pm.****

Materials may be submitted by email to:

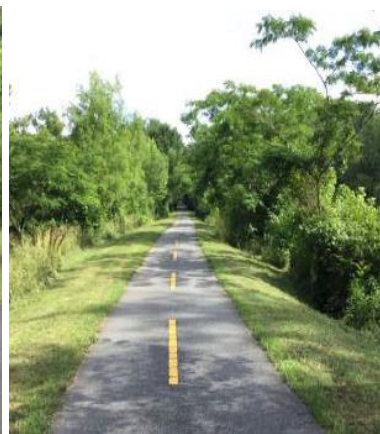
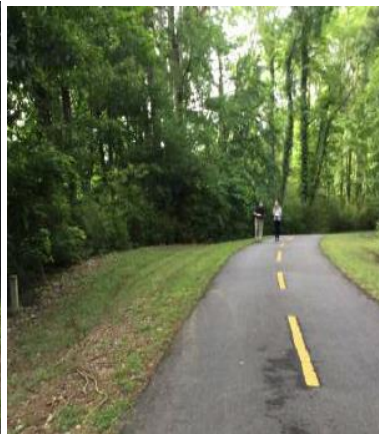
**Town Center Community Alliance**  
678-350-5061 | [jennifer@towncentercid.com](mailto:jennifer@towncentercid.com)

## SPECIFIC SITE PHOTOS

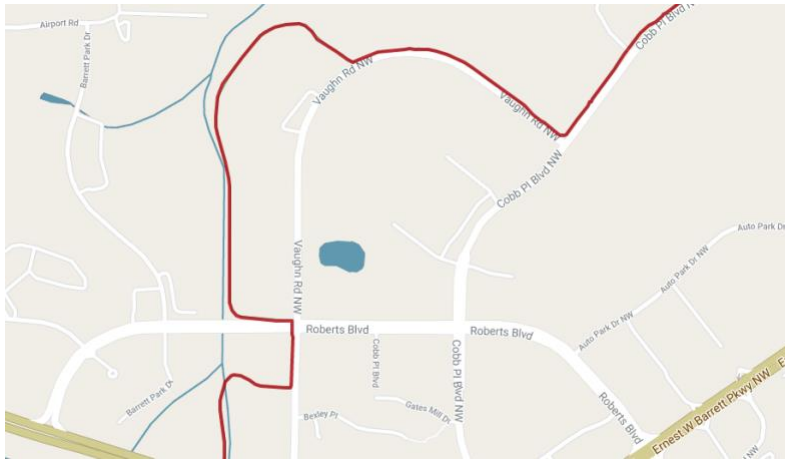
### 1. Bells Ferry Trailhead



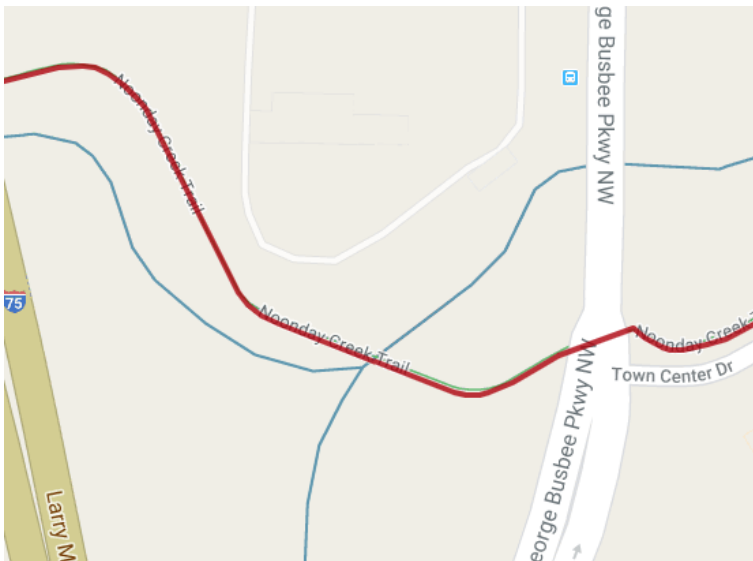
### 2. Trail portion between Vaughn Road and Founders Park



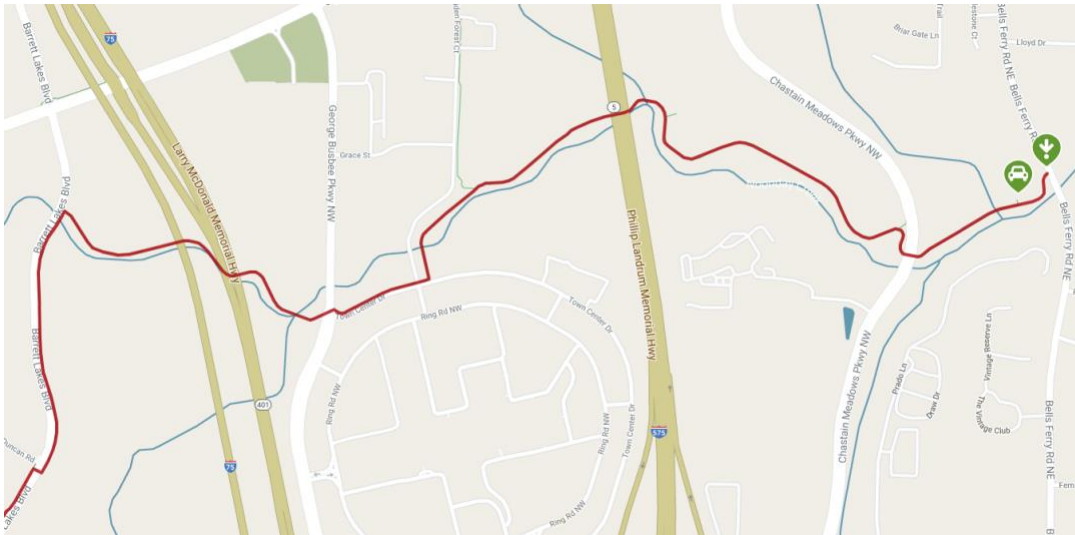




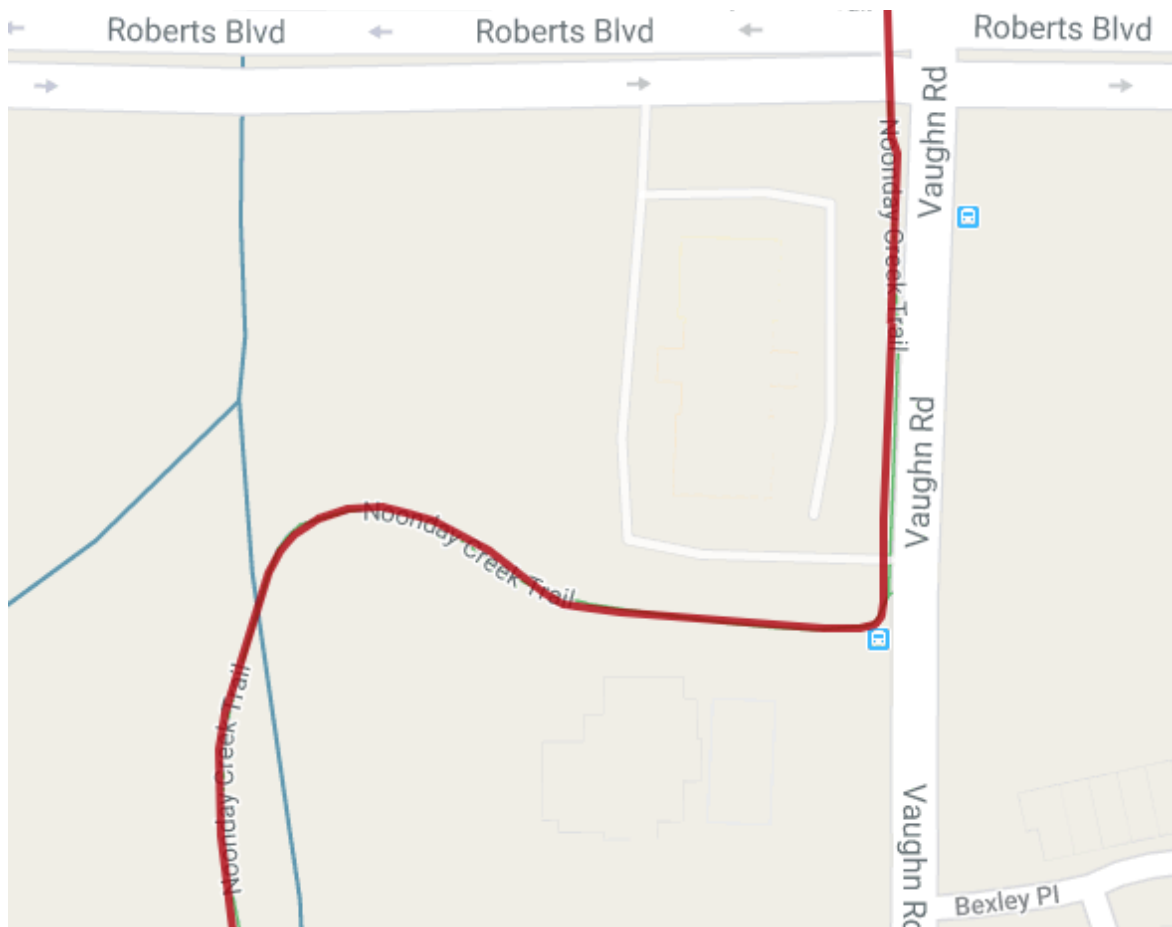
3. Trail entrance/bridge at George Busbee Parkway, next to Stone Summit



4. Trail portion between Bells Ferry Trail head and Interstate 75 overpass



5. Trail Entrance southbound on Vaughn Road just past Roberts Blvd



QUESTIONS OR ASSISTANCE

If you have additional questions or need assistance with this application, contact:



1701 Barrett Lakes Blvd Suite 200  
Kennesaw, GA 30144

678-350-5061 | [jennifer@towncentercid.com](mailto:jennifer@towncentercid.com)

**SUBMISSION DEADLINE: October 15, 2020 at 5pm**

