



Request for Qualifications (RFQ) for Custom Bus Stops in Midtown, Atlanta

September 2023

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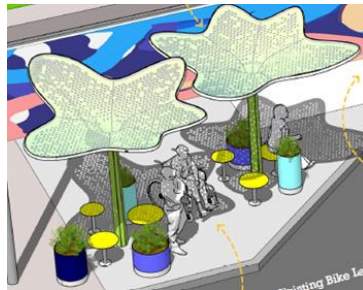
Midtown Alliance

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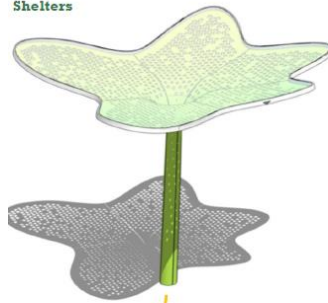
A. Executive Summary

Midtown Alliance is seeking qualifications from artists, artist teams, or fabricators (artists) for the commission of a custom bus stop covering, similar to that described in the Midtown LCI Bus Stop Study [Concept Slides](#). The goal of this effort is to improve the comfort, convenience, character, and accessibility of bus stops in Midtown. There are two potential bus stop locations to be considered for a pilot implementation: at the southeast corner of West Peachtree Street and Ponce De Leon Ave or the southeast corner of West Peachtree Street and Peachtree Place in Midtown Atlanta. Proposals can include one or both potential site locations.

Midtown Alliance is particularly interested in a design that is inspired by Atlanta's lush but shrinking tree canopy while providing a functional and inviting experience for both bus commuters and community members. While the inspiration behind the concept design should remain the same, proposed designs do not need to match the concept exactly. However, designs should be scalable from 4.5' W. x 5.5' L. x 9.25' H. to 11.25' W x 10.75' L. x 9.25' H, depending on the availability of public right of way proximate to the bus stop. The design should provide shade, some rain protection, and should not be enclosed in any way. Integrated lighting may also be included. Please refer to the Midtown Bus Stop Enhancement [Project Page](#) for full background and concept. Innovative uses (or re-uses) of materials and new technologies are encouraged.



Shelters



Size varies:
4.5' W. x 5.5' L. x 9.25' H. to
11.25' W x 10.75' L. x 9.25' H.



The installation must be durable and suitable for outdoors with the ability to withstand the elements of the local climate as well as interactions with the general public (no sharp edges or elements which might present a possible danger to the public).

The project budget is \$60,000 and is inclusive of all costs, such as transportation to and from the site, installation, and artist fees. Artists will be asked to develop a line itemized budget as part of the proposal submission.

B. About Midtown Alliance

Midtown Alliance is a coalition of Atlanta's top business and civic leaders and the catalyst for continued energy and progress in Midtown Atlanta.

Since 1978, Midtown Alliance has transformed a 1.2-square mile area in the heart of Atlanta into a premier destination for commerce, culture, living, education and leisure, attracting billions of dollars in investment, thousands of new residents and workers and 6 million annual visitors. For more information about the district visit www.MidtownATL.com

Guided by a long-range, community driven master plan (Blueprint Midtown), Midtown Alliance has spearheaded an urban renaissance that is now a nationally recognized model of success. Midtown is a vital, vibrant city center inspired by what people and businesses want: a dynamic urban experience that is at once welcoming, walkable, convenient and attractive.

Midtown Alliance is a non-profit organization funded in part by the Midtown Improvement District, membership dues and public and private grants. The organization implements a variety of programs and initiatives including streetscape and transportation infrastructure projects, urban design and art based projects, a 24/7 public safety force, daily maintenance and landscaping, transportation alternatives and special events.

C. Project Background

The Bus Stop Enhancement Study, the study that has informed this RFQ, was a 10-month effort that resulted in a community-driven, feasible, and aspirational vision of bus stops in Midtown. The study was rooted in a robust, arts- based, community engagement effort that generated a powerful vision.

This study focused on the West Peachtree Street and Spring Street corridors as a testing ground for creative strategies that explore how bus stops can become welcoming community spaces reflective of the diversity and vibrancy of Midtown. By focusing concept development on these two streets, resources would be spent along Midtown's highest ridership bus routes and quickest growing corridors.

The process was broken up into three major phases of work:
Engage - Public Engagement, Explore - Project Development, and Excite - Project Deliverables.

Engage - Public Engagement: Underpinning all aspects of the project was an on-going creative, collaborative, and inclusive approach to community engagement.



At the center of this process was the belief that art can connect people with themselves and others, and convey complex and revolutionary ideas.

Explore - Project Development: This phase of work was focused on gaining an in-depth understanding of the dynamics of the corridor and the creation of a placemaking strategy and priority bus stop design concepts supportive of our foundational research and community conversations.

Excite - Project Deliverables: This phase of work pulled all the conversations, analysis, and concepts together into a cohesive, user-friendly document with an eye towards action. Of particular note are the 100-day Action Plan that outlined the steps and strategies necessary to continue building momentum immediately after the completion of the planning process, and a pilot bus stop that creatively and quickly prototypes the priority bus stop design.

D. About the Bus Stops

Priority Site #1:

West Peachtree Street & Ponce de Leon Avenue

Located adjacent to the North Ave MARTA Station and blocks away from some of the Midtown's largest employers, including the new corporate headquarters for Norfolk Southern, the bus stop at the corner of West Peachtree Street and Ponce de Leon Avenue is ripe for reinvention.

A blank concrete retaining wall supporting an above grade plaza for the MARTA station largely defines the character of the stop. Limited shelter from the elements is provided by adjacent trees, lighting is provided by light fixtures that line the block of West Peachtree Street between North Avenue and Ponce de Leon Avenue. While sidewalks are narrow (4.5ft wide) on the block, there is roughly 20 feet of available Right-of-Way adjacent to the stop due to the presence of a bump out at the corner. The proposed enhancements will take root in the space provided by the bump out and are detailed below in Section L. (Priority Site #1).

Priority Site #2:

West Peachtree Street & Peachtree Place

Located at the junction of two planned multi-modal streetscape improvements – the West Peachtree Street Quick Build LIT Lanes and the Central Midtown Connector - the bus stop at the corner of West Peachtree Street and Peachtree Place holds tremendous public space potential.

The character of this stop is defined by the adjacent plaza, which is largely devoid of distinguishing features except for a large above-ground signal box. While limited in size, this space provides tremendous placemaking potential. Find more detail about the proposed enhancements to the bus stop as well as a conceptual vision for the activation of the adjacent plaza in Section L. (Priority Site #2).

E. Project Design Considerations

- Fits well within the context of the site(s) (in terms of scale, design and theme)
- Can include proposals for murals



- Artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by the general public
- Consideration of the audience – residents, workers, commuters, students and visitors, with a particular emphasis on bus commuters and pedestrians
- Consideration of the view corridors of the surrounding area(s) during the day and night hours – the work should be visible from main approaches, but should not obstruct sight lines or create safety hazards
- Materials should be of the highest quality and should be designed and fabricated for durability as well as for low maintenance

F. Budget

The total budget is \$60,000 towards the acquisition and installation of site-specific bus stop shelter(s). All costs associated with the sculpture should be inclusive of, but not limited to, artist design fee, structural engineering, materials, fabrication, transportation, installation, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the sculpture. Midtown Alliance will cover liability insurance for the piece.

G. Eligibility

The RFP is open to all artists, artist teams, or fabricators (artists) over the age of 18. Artists who have a connection to Atlanta are preferred, but it is not a requirement. Artists with a strong professional profile, peer recognition, a history of public exhibitions, and who are interested in functional semi-permanent, urban-scale works for exterior locations or who have successfully worked on similar collaborative projects are encouraged to apply.

H. Application Deadline

All credentials must be submitted by email to julie@midtownatl.com by 12:00 pm EST on [date]. Please submit files in a single PDF format where possible.

I. Timeline: Fall 2023

- 9/25/2023 Announcement of RFQ
- 10/3/2023 Deadline for submission of questions regarding RFQ at 12pm EST
- 10/23/2023 Deadline for receipt of credentials at 12pm EST
- 10/31/2023 Request proposals from shortlisted artists
- 11/13/2023 Design proposals due to Midtown Alliance by 12pm EST
- 12/4/2023 Notification of winning proposal
- Early 2024 Installation of artwork

J. Application Process

The initial evaluation is to determine a short-list of pre-qualified artists, art teams, and/or fabricators. The evaluation criteria listed below will be the basis for the determination of entry into the pre-qualified short-list.

After selection of the pre-qualified short-list, Midtown Alliance will request proposals from these artists and/or artist teams. Short-listed artists/teams will be offered a \$500 honorarium for the second phase of proposal submission and will



be evaluated based on the evaluation criteria listed within the RFQ.

Midtown Alliance reserves the right to request additional information regarding specific qualifications before or after selecting artists in the pre-qualified pool.

All artists are required to submit the following for the initial evaluation:

1. A **one paragraph summary** describing interest in this project
2. **Contact information** for all team members including name, address, telephone, email address
3. **Biographical information** or resumes including previous experience for principal team members
4. A link to relevant **websites or social media** pages
5. Up to 5 digital **images of previously completed work** (JPEG or PDF) that is relevant to this project. If artwork is kinetic, video content may be submitted in addition to images.
6. At least two **references**
7. Optional additional support material (news clippings, other relevant information on past projects)

Artists selected for the short-list will be asked to submit:

1. A **written narrative** describing your proposal (250 words or less)
2. At least **three sketches or images of the proposed work (JPEG or PDF)**, showing scale, dimensions and elevation
3. Proposed **installation plan and timeline**
4. Line itemized **budget**

K. Selection Process:

The Selection Committee will review all complete applications. Up to ten artists/groups/fabricators will be invited to submit a proposal and be interviewed. One finalist will be selected for commission and acquisition from the short-list proposals.

L. Selection Criteria:

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

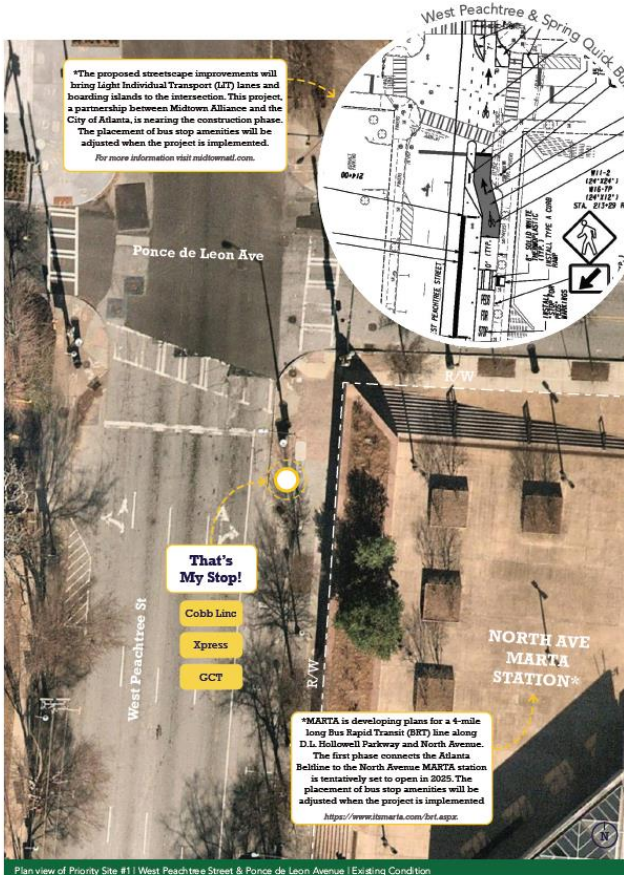
- Submittal of all required application materials as outlined in this RFP;
- Success in meeting the intent of the project and addressing the Project Design Considerations as outlined in Section D;
- Originality—creativity and uniqueness;
- Quality and craftsmanship exhibited by past work;
- Appropriateness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

M. Site Images

Priority Site #1: West Peachtree Street and Ponce de Leon Avenue



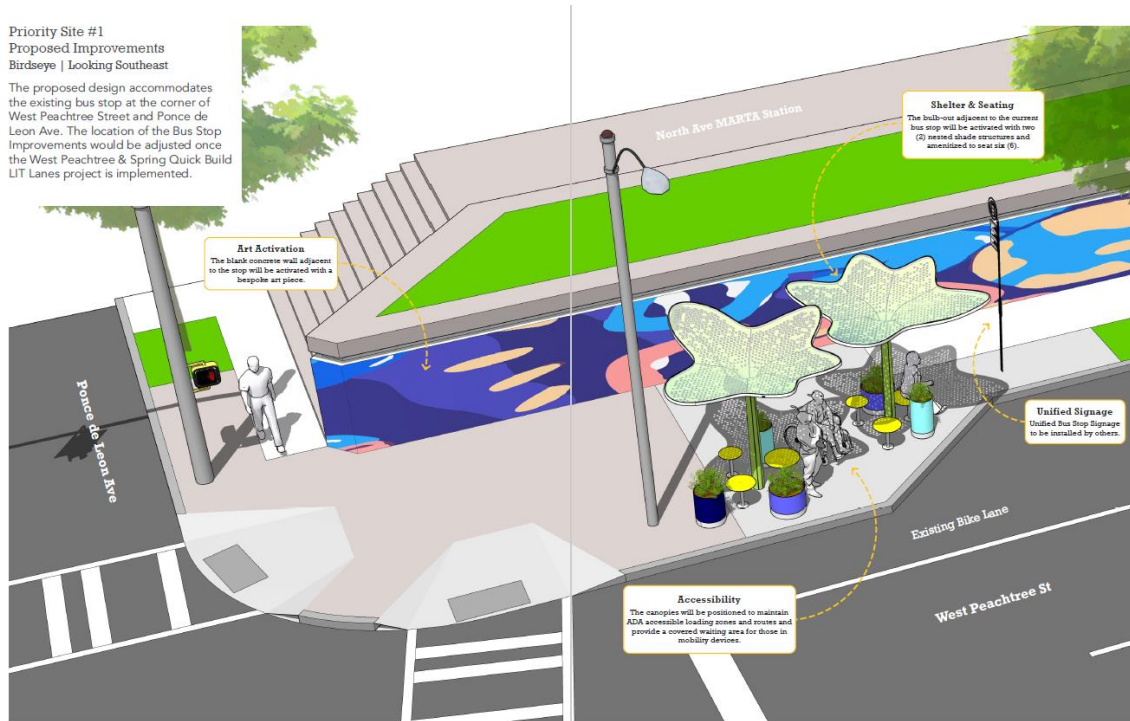
View of Priority Site #1 | West Peachtree Street & Ponce de Leon Avenue | Looking South



Plan view of Priority Site #1 | West Peachtree Street & Ponce de Leon Avenue | Existing Condition

**Priority Site #1
Proposed Improvements
Birdseye | Looking Southeast**

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Ponce de Leon Ave. The location of the Bus Stop Improvements would be adjusted once the West Peachtree & Spring Quick Build LIT Lanes project is implemented.



Priority site #2: West Peachtree Street and Peachtree Place





Priority Site #2
Proposed Improvements
Birdseye | Looking Southeast

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Peachtree Place, while anticipating future multi-modal improvements along the corridor.

