



Requests For Proposals - The Redesign Chalk Alley

The NorthShore Merchants Collective is accepting proposals to redesign and reactivate the pedestrian alleyway called "Chalk Alley". The alleyway serves to connect Frazier Avenue to Coolidge Park. The original intent of the alley was to encourage users to cover the floor and brick walls with chalk art and messages. The NorthShore Merchants Collective is looking to capitalize on the recognition of the Chalk Alley name and aesthetic while making it more inviting, safe and as distinctively unique as the NorthShore.

Project Scope

The NorthShore Merchant Collective is seeking an artist or artists group to creatively reinvoke the alley without losing the original intent of the "Chalk Alley". This includes creating an interactive and welcoming space for the public. The NorthShore Merchant Collective would like to maintain the original concept of the Chalk Alley that encourages the public to use the space as a creative outlet.



As a center point of the NorthShore, the Chalk Alley is highly visible from both Frazier Ave and River Street. An estimated 15,000 vehicles pass by the entrance to the alley daily. The walls are privately owned. The sidewalk and light fixtures are maintained by the city of Chattanooga. All parties will be involved in the approval process.

A successful proposal will address the following issues:



1. Resolve the issue of graffiti. The update of the Chalk Alley should naturally discourage graffiti. The walls of the alley have been continually defaced with graffiti and profanity, creating an unwelcoming environment. The businesses take it upon themselves to have the walls repainted. The NorthShore Merchants envision a mural that will simultaneously inhibit graffiti, but still maintain space for the public to draw with chalk.
2. The current lights are maintained by the city. However, the NorthShore Merchant Collective believes it is important to reimagine the lighting situation. The alley needs to have more light for ambiance, safety and security. The proposal should include an additional way to light the alley.
3. Currently the chalk is placed on the ground in a container. This leaves the chalk open to the elements. The successful proposal will include a creative solution to the storage of the chalk.

Timeline

- Proposals deadline: January 15, 2023 at 11:59 PM.
- Notification of finalist on January 27, 2023.
- Top three proposals will be interviewed by the NorthShore Merchant Collective Chalk Alley committee between January 30, 2023 - February 10, 2023.
- Project completion date by April 30, 2023.

Application Requirements:

- Proposals should include a written concept,
- Sketch or rendering,
- A detailed budget,
- Artist Resume with work samples: Maximum of three images and information showing comparable projects or previous work that illustrates artist's experience.
- List of professional references.

Budget Description: \$8,000.00 - \$12,000.00

Installation stipend includes all aspects of the project; Design Materials and equipment including lighting fixtures, controller, wiring, labor (artist and assistants).

Proposals should be emailed to:

nsmERCHANTScollective@gmail.com