



**Request for Artists Proposals (RFP)**  
for  
**Fulton Industrial Community Improvement District**  
**Atlanta, Georgia**

May 4, 2018

**Table of Contents**

- A. Executive Summary
- B. Fulton Industrial CID
- C. About the Site
- D. Project Goals and Considerations
- E. Budget
- F. Eligibility
- G. Application Deadline
- H. Timeline
- I. Application Process
- J. Selection Process
- K. Selection Criteria
- L. Images

**For Additional Information, please contact:**

Gil Prado  
Boulevard CID  
Email: [gil@boulevardcid.org](mailto:gil@boulevardcid.org)  
(404) 368-4929  
3993 Aviation Circle, Atlanta, GA 30336



#### **A. Executive Summary**

The Fulton Industrial Community Improvement District (CID) aka Boulevard CID is seeking proposals from artists or artist teams for the commission of a site specific outdoor sculpture that will be situated in the hardscape area at the I-20/Fulton Industrial Blvd. Interchange West-bound off-ramp.

The piece will be leased, installed and displayed temporarily in this location for a period of up to two years, with the possible option to purchase.

The Boulevard CID is particularly interested in three-dimensional artwork that is of a scale appropriate to the location and that is attractive from multi angles and can be experienced by pedestrians and vehicular/truck traffic passing by.

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 general public (no sharp edges or elements which might present a possible danger to the public).

The project budget is \$10,000, and is inclusive of all costs, such as transportation to and from the site, installation/de-installation, site restoration and artist fees. Artists will be asked to develop a line itemized budget as part of the proposal submission.

#### **B. Boulevard CID**

Realizing both the District's challenges and redevelopment potential, a group of property owners and government officials decided to take an active role in the revitalization of the District and created **The Fulton Industrial Boulevard Improvement District (BCID)** in 2010. The BCID is a self-taxing organization which coordinates between the district's property owners, Fulton County government and the new City of South Fulton to augment governmental services and facilities and to lead the revitalization of the Fulton Industrial District.



The CID is dedicated to the revitalization of the Fulton Industrial district through a multi-point approach focused on increased public safety, landscaping and beautification, transportation infrastructure improvement and economic development.

### **C. About the Site**

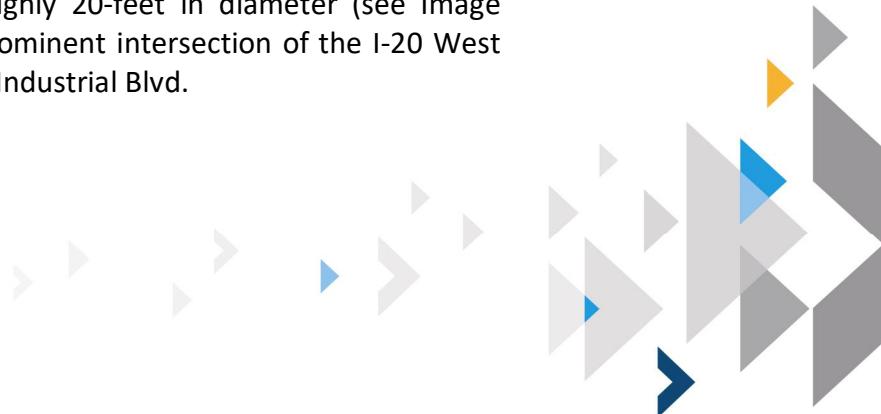
The Fulton Industrial district is known as the largest industrial district in the Eastern United States with over 46 million square feet of industrial space, 553 industrial buildings, 20,000 workers and an Average daily traffic exceeding 35,000 vehicles per day.

The district is strategically located close to key access points including the I-20 and I-285 Interchanges, Hartsfield-Jackson International Airport, downtown Atlanta and two intermodal rail facilities. The District's sheer size and location has made it an employment and economic development engine for metro Atlanta for many decades.

The I-20 / Fulton Industrial Blvd interchange is the front door of the Fulton Industrial district and as such it's appearance helps set the tone for the rest of the district.

The Boulevard CID has for 5 years now been focusing on the revitalization and redevelopment of this particular section of the district. In the last 2 years the CID has invested over \$2 Million in transportation infrastructure improvement and beautification of the Interchange and surrounding areas. In the first quarter of 2018, the CID has completed the majority of this work installing all new landscaping, decorative crosswalks, streetlights, trash cans, gateway signage and the construction of the art pad.

This solicitation and installation of an art piece will be the final component of this multi-layered revitalization project. The site is a level concrete surface, roughly 20-feet in diameter (see Image below) located in a very prominent intersection of the I-20 West Bound off ramp and Fulton Industrial Blvd.



#### **D. Project Goals and Considerations**

- Fits well within the context of the site (in terms of scale, design and theme)
- Artistically engaging and sufficiently stimulating to ignite conversation and evoke appreciation by the general public
- Consideration of the audience – industrial workers, commuters, and visitors with a particular emphasis on vehicular and freight audience
- 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**

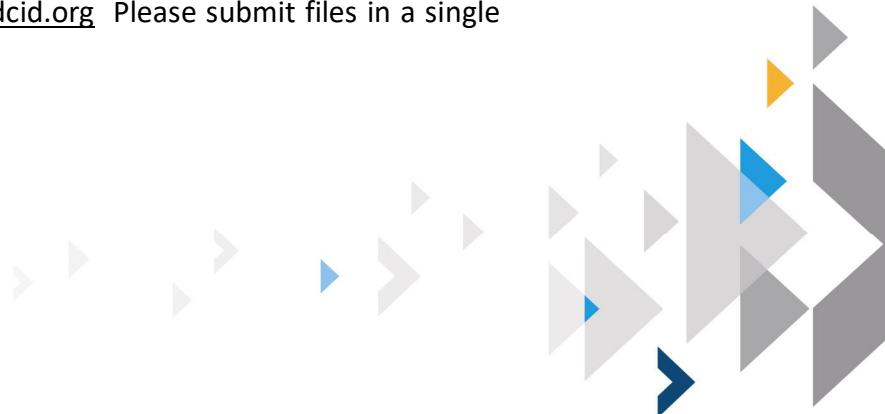
The total budget is \$10,000 towards the commission, lease and/or acquisition of this site-specific outdoor sculpture. All costs associated with the sculpture should be inclusive of, but not limited to, artist design fee, structural engineering, materials, fabrication, transportation, installation/de-installation, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the sculpture. Upon de-installation of the piece, the site should be restored to a safe and stable condition. The Boulevard CID will cover liability insurance for the piece.

#### **F. Eligibility**

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

#### **G. Application Deadline**

All applications must be submitted electronically no later than by 5:00pm EST of Friday June 15, 2018. Applications should be submitted to [gil@boulevardcid.org](mailto:gil@boulevardcid.org) Please submit files in a single PDF format where possible.



#### **H. Timeline**

• May 4, 2018	Announcement of RFP
• June 1, 2018	Deadline for submission of questions regarding RFP
• June 18, 2018	Deadline for receipt of proposal materials
• June 19-July 16, 2018	Review of proposals
• July 17-31, 2018	Interviews of up to 3 semifinalists
• August 3, 2018	Selection and notification
• August/September 2018	Installation of artwork

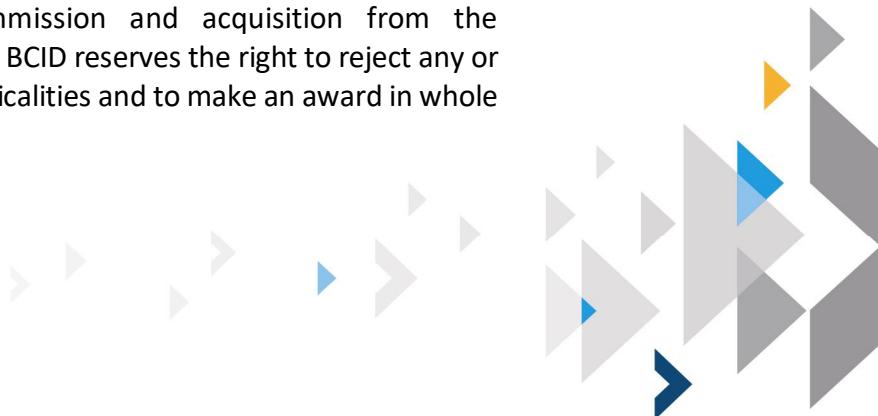
#### **I. Application Process**

All artists are required to submit the following:

1. A **one sentence summary** describing the proposed work
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 **written narrative** describing your proposal (250 words or less)
5. At least **three sketches or images of the proposed work (JPEG or PDF)**, showing scale, dimensions and elevation
6. **Proposed installation plan**
7. Line itemized **budget**
8. Up to 5 digital **images of previously completed work (JPEG or PDF)**. If artwork is kinetic, video content may be submitted in addition to images.
9. At least **two references**
10. Optional additional support material (news clippings, other relevant information on past projects)

#### **J. Selection Process:**

The Selection Committee will review all complete applications. Up to three semifinalists will be invited for an interview. One finalist will be selected for commission and acquisition from the semifinalists' proposals. The BCID reserves the right to reject any or all proposals, to waive technicalities and to make an award in whole



or in part and as deemed in its best interest and will not reimburse any applicant for its proposal preparation costs.

**K. 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 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 the Fulton Industrial District;
- Maintainability—structural and surface soundness, durability and resistance to vandalism, weathering, excessive maintenance, repair costs;
- Appropriateness for placement on an urban, heavy vehicular traffic;
- Public safety; and
- Feasibility—artist's proven track record/ability to complete the work on time and within the budget.
- Since the site is located on a State right-of-way, GDOT will have final say on the selection of the work.



## L. Images

Context Map



Site location: I-20/Fulton Industrial Blvd. West-Bound Off Ramp



The site: I-20/Fulton Industrial Blvd WB Off-Ramp intersection with Fulton Industrial Blvd.

