



**City of Norcross &  
NORCROSS PUBLIC ARTS COMMISSION**



**REQUEST FOR QUALIFICATIONS  
(RFQ-NPAC 24-02)**

***Heritage Park Stairs Mural***

**Title of Request for Qualifications (RFQ):**  
RFQ-NPAC 24-02: Heritage Park Stairs Mural

**Owner:**  
City of Norcross

**Site Location:**  
10 College Street NW, Norcross GA 30071  
positioned between Norcross Community Center and  
City Hall

**Issue Date:**  
Monday, April 29, 2024, at 12:00 PM

**Last Day/Time to Submit Questions:**  
Friday, May 17, 2024, at 12:00 PM

**RFQ Submission Due Date:**  
Friday, May 24, 2024, at 12:00 PM

**Contact for RFQ Questions**  
Norcross Public Arts Commission  
[npac@norcrossga.net](mailto:npac@norcrossga.net)

**Submission Requirement**  
Proposals shall be submitted electronically to  
[shayla.alexis@norcrossga.net](mailto:shayla.alexis@norcrossga.net).

## **PROJECT OVERVIEW**

### **Assignment**

The City of Norcross invites experienced and creative artists or artist teams to submit their qualifications for consideration in a significant public art project. This project aims to enhance the cultural landscape of our city and contribute to the vibrancy and identity of our community.

The Norcross Public Arts Commission ("NPAC") is seeking proposals to overlay a public work of art on the vertical stair risers connecting Lawrenceville St to College St.

### **Budget**

Not to exceed \$6,150.00

Semifinalists will receive a \$750 honorarium to develop project proposals.

The budget is inclusive of the artist fee and all expenses for the production of the work, including but not limited to design, materials, supplies, equipment, fabrication, transportation, installation, and insurance.

As part of our commitment to transparency, cost-effectiveness, and quality assurance, it is a requirement for all projects to obtain a minimum of three quotes from reputable suppliers or service providers. This process ensures thorough consideration of options, allowing for informed decision-making and optimal resource allocation. By obtaining multiple quotes, we aim to promote fair competition, mitigate risks, and enhance the overall success of the project.

### **About NPAC**

The Norcross Public Arts Commission (NPAC) is a Norcross City commission with seven active board members whose mission is to cultivate a growing, creative arts community while partnering with local artists, local galleries, and other Norcross boards. Our goal is to install public art that touches the City of Norcross and leaves a lasting impression on all who visit our City and parks. In so doing, we aim to weave a tapestry of creativity, community, and culture. At the core of this is the Norcross Master Arts & Cultural Plan—a visionary document adopted by the City Council in 2023.

### **Project Overview**

The selected artist or artist team will have the opportunity to design and create a permanent or semi-permanent art installation prominently displayed in Heritage Park. The artwork should be innovative, thought-provoking, and reflective of the spirit and character of our city.

Heritage Park, situated between the Norcross Community Center and City Hall, is both beautiful and well-trafficked, ensuring an ideal canvas for public works of art. The targeted exhibition space consists of a staircase leading from Lawrenceville Street up to College Street, in the median of a prime retail and civic corridor. The artwork will remain on exhibition for approximately ten (10) years, with installation tentatively planned for August - September 2024.

Heritage Park is a small pocket park located between Norcross City Hall and Norcross Community Center, positioned on the hill across College Street. The park is on an axis with City Hall and provides a shaded seating area for employees of the City to eat lunch. It is also used by the City and its citizens as a spring and summer event venue. The park employs a graded terrace between Lawrenceville Street and the Community Center above. The terrace is surrounded by low walls and beautiful native flowers and plants. Heritage Park is a major focal point for the City and can be seen from all the windows in City Hall.

### **Project Objectives**

Expresses the values of the City of Norcross.

Integration of art that celebrates natural beauty and fosters a sense of community in a way to connect with the surrounding environment will be paramount.

### **Project Specifications**

Media: Murals & Street Art, Appropriate for Outdoor Space, Permanent.

The scope includes over 500 ft of retaining walls, steps, railings, lighting and site furnishings selections. The project would be 144 square foot measurement with painting on the front face of each step. Total steps: 35

### **How to Apply**

- Eligible artists will be Georgia based, reside in Georgia, or have ties to Georgia, however two of these three are required.
- Eligible artists will have experience with the requested medium and be able to explain special considerations for the surface in scope (i.e. Brick, concrete, wood, etc.).
- Eligible artists will represent and warrant that the artwork will be an original work of art by the artist.
- Eligible artists shall have previously created large-scale public art or exterior projects on their own or as an artist team.
- Eligible artists must be willing to meet contractual obligations, adhere to the budget and timeline agreed upon, weather permitting.
- Eligibility is open to artists 18 years or older and are eligible regardless of race, color, religion, national origin, gender, gender identification, military status, sexual orientation, marital status, or physical ability.
- Candidates must be eligible to work in the United States.

## **What to Include**

1. Resume – Include a professional resume for yourself and each team member, if applicable, highlighting relevant experience.
2. Supporting Works – Include images of 2-6 completed works of similar scale with an image identification sheet to describe each work. You may also submit renderings and proposals that are relevant. Concept development for the proposed project is NOT required at this stage.
3. Professional References - Three professional references who can speak to the applicant's qualifications and work ethic.
4. Artists Statement – An artist statement will be required by the artist who will be the principal contact and project manager. The statement should be a brief letter explaining how you meet the Artist Eligibility Requirements defined in this RFQ, why you want to be a part of this project, how your vision can contribute to enhancing Norcross culture. If a team is applying, explain the team member's roles and why your team's experience makes you the best candidate for this project. (limit to 2 pages).
5. Vision Statement for this specific project – Include a brief narrative describing the intent or vision you have for this project and how it meets or exceeds the requirements stated.
6. Proposed Pricing - Include an itemized quote which accounts for all project expenses in the following categories: A) concept development fees, B) artist fees, C) materials, D) miscellaneous expenses. Submissions exceeding the identified project budget or that do not comply with the requirement for an itemized quote will not be accepted.  
**Proposals shall be submitted electronically to [shayla.alexis@norcrossga.net](mailto:shayla.alexis@norcrossga.net).**

## **Proposal Specifics:**

<https://www.norcrossga.net/794/Norcross-Public-Arts-Commission-NPAC>

## **Deadline**

**Friday, May 24, 2024 at 12:00 PM**

The required materials as stated above must be submitted electronically to [shayla.alexis@norcrossga.net](mailto:shayla.alexis@norcrossga.net) by 12:00 PM Eastern Standard Time (EST) on the submission deadline date.

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**For questions, please contact:**

The Norcross Public Art Commission at: [\*\*npac@norcrossga.net\*\*](mailto:npac@norcrossga.net)

**Selection Process**

NPAC will consider all submissions based on completeness and adherence to the criteria below. Each of the four criteria identified on the scoring rubric below will be assessed on a scale of 1 to 5, resulting in a total score of 20. The leading three to five submissions will advance to the next stage in the process, Request for Concept Development. Advancing candidates will be notified by email according to the selection timeline below.

**Scoring Rubric**

1. Professional Qualifications - Artist has relevant professional experience with similar projects (evaluated by resume, supporting works, and references). (5 Points)
2. Artist Eligibility - Artist meets eligibility criteria identified in the Request for Qualifications (evaluated by the artist statement). (5 Points)
3. Vision - The artist's vision is clear, compelling, and demonstrates adherence to the project objectives (evaluated by the vision statement). (5 Points)
4. Pricing - The artist's quote is itemized as defined, competitive, and reasonable for the design, surface, and time/effort required (evaluated by the pricing quote). (5 Points)

**Proposals shall be submitted electronically to [shayla.alexis@norcrossga.net](mailto:shayla.alexis@norcrossga.net).**

The City of Norcross reserves the right to reject any and all submittals and decline to award contracts for this project.
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