



**Request for Qualification No. 22-106A  
WINDSOR-OSBORNE ART CROSSWALK PILOT PROGRAM**

Date: August 10, 2022

**Optional Pre-Bid Conference via Zoom  
Thursday, August 18, 2022, at 11:00 a.m  
Zoom Registration Required**

<https://us06web.zoom.us/meeting/register/tZ0pcO6vqzotHd0tszbWaiK6dWmXu1-zxFgg>

**PROPOSAL DUE DATE:  
Thursday, September 8, 2022, at 4:00 p.m. EST.**

**Bids shall only be accepted online through the Bonfire Portal at:  
<https://brookhavenga.bonfirehub.com/projects/view/73023>**

**Any bid submitted in any other format (email, paper, fax, mail, etc.) will not be accepted.**

**Instructions to Offerors:**

1. All communications regarding this solicitation must be with the Purchasing Manager, Shakera Hall, [shakera.hall@brookhavenga.gov](mailto:shakera.hall@brookhavenga.gov).
2. All questions or requests for clarification must be sent via Bonfire under Message - Opportunity Q&A: <https://brookhavenga.bonfirehub.com/projects/view/73023>. Questions are due no later than **Wednesday, August 24, 2022, at 4:00 p.m. EST**. Questions received after this date and time may not be answered.
3. Questions and clarifications will be answered in the form of an addendum. Any addenda, schedule changes, and other important information regarding the solicitation related to this solicitation will be posted on the Bonfire website and it is the Offeror's responsibility to check the Bonfire portal for any addendum or other communications related to this solicitation.
4. The City of Brookhaven reserves the right to reject all bids and to waive technicalities and informalities, and make award in the best interest of the City of Brookhaven.
5. The City of Brookhaven is not responsible for any technical difficulties. It is highly recommended that all potential contractors submit their quotes prior to the due date of this solicitation.

**PROPOSAL LETTER**

We propose to furnish and deliver all the deliverables and services named in the attached Request for Qualification (RFQ). The price or prices offered herein shall apply for the period stated in the RFQ.

We further agree to strictly abide by all the terms and conditions contained in the City of Brookhaven Vendor Manual as modified by any attached special terms and conditions, all of which are made a part hereof. Any exceptions are noted in writing and included with this bid.

It is understood and agreed that this statement of Proposal and proposal constitutes an offer, which when accepted in writing by Purchasing Office, City of Brookhaven, and subject to the terms and conditions of such acceptance, will constitute a valid and binding contract between the undersigned and the City of Brookhaven.

It is understood and agreed that we have read the City’s specifications shown or referenced in the RFQ and that this statement is made in accordance with the provisions of such specifications. By our written signature on this proposal, we guarantee and certify that all items included in this statement meet or exceed all such City specifications. We further agree, if awarded a contract, to deliver goods and services which meet or exceed the specifications. The City of Brookhaven reserves the right to reject any or all offers, waive technicalities, and informalities, and to make an award in the best interest of the city.

It is understood and agreed that this statement of Proposal and proposal shall be valid and held open for a period of one hundred twenty (120) days from opening date.

**PROPOSAL SIGNATURE AND CERTIFICATION  
(Proposer to sign and return)**

I certify that this offer is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of State and Federal Law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of the proposal and certify that I am authorized to sign this proposal for the proposer. I further certify that the provisions of the Official Code of Georgia Annotated, Sections 45-10-20 et. seq. have not been violated and will not be violated in any respect.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Company Name Here \_\_\_\_\_

Project Contact \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_

**EXHIBIT B**  
**SCOPE OF WORK AND SPECIFICATIONS**

**SECTION I. GENERAL INFORMATION**

**WINDSOR-OSBORNE ART CROSSWALK PILOT PROGRAM**

[The Brookhaven Arts and Culture Master Plan](#) identified art crosswalks as one of the top desires of residents in terms of new art in the city with a primary emphasis on art crosswalks in several neighborhoods. The City of Brookhaven will launch a pilot program to establish a creative crosswalk program to install safe, cost-efficient, and low-maintenance painted crosswalks by using a combination of colors, textures, and patterns to improve pedestrian safety. The first art crosswalk program shall be initiated at the Windsor-Osborne roundabout located in Lynwood Park. This crosswalk pilot program will showcase the unique character and history of the Lynwood Park area and serve as a neighborhood gateway.

**INTRODUCTION**

The City of Brookhaven’s Arts and Culture Commission announces a Request for Qualification (RFQ) to identify the qualified artist(s) to design and install art crosswalks at the newly constructed roundabout located at the intersection of Windsor Parkway and Osborne Road. The intersection is located at the entrance to the Lynwood Park neighborhood which was designated as a historic district by the Brookhaven City Council in 2020. The City of Brookhaven replaced the four-way stop signs and red signal at the Windsor-Osborne intersection with a single-lane roundabout in November 2021. In addition to the historic district designation and new roundabout, the [Windsor-Osborne Special Area Plan](#) has been adopted by the City Council to focus on this main intersection of the Lynwood Park character area. The special area plan established a vision to allow neighborhood-scale commercial uses for parcels surrounding the new roundabout at the intersection of Windsor Parkway and Osborne Road. The special area plan also provided arts and placemaking recommendations for the intersection, including art crosswalks. The Brookhaven Mayor and City Council recognize the importance of art crosswalks to bring communities and neighborhoods together, showcase neighborhood pride and promote safety. This art crosswalk pilot program will mark the first step towards infusing art, culture, and creativity in transportation projects.

**LYNWOOD PARK HISTORY**

Lynwood Park was established in the early 1930’s and was the first predominantly African American subdivision in DeKalb County. African American residents suffered discrimination and segregation, particularly during the civil rights era. The original Lynwood Park School located a few blocks from the Windsor-Osborne intersection continues to be the focal point of the community. In 1961, the school building was transformed into the Lynwood Park Community and Recreation Center. As a part of the City of Brookhaven, the building currently serves as both a recreation center and Brookhaven Department of Park and Recreation headquarters. While the community demographics changed dramatically. The sense of pride to preserve the rich history

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of the community remains. City of Brookhaven approved an official historic designation for Lynwood Park and its community on October 13, 2020. This is the first historic designation made by the City. This crosswalk program will further commemorate the unique heritage of the Lynwood Park Community.

**GOALS**

The goals of Windsor-Osborne Art Crosswalk Pilot Program include the following:

- Enhance the Lynwood Park neighborhood and improve quality of life for area residents;
- Celebrate the legacy and unique character of the Lynwood Park neighborhood;
- Complement the new roundabout and provide a highly visible painted pedestrian area to improve pedestrian safety;
- Mark the gateway to the Lynwood Park District and create a sense of local identity and pride;
- Encourage redevelopment of commercial properties fronting the roundabout;
- Select an artwork design to fit well within the context of the site in terms of scale, design, and theme;
- Promote diverse artist(s) and creative art that reflects the history, culture, and vibrancy of Lynwood Park.

**SCOPE OF WORK**

The City of Brookhaven seeks qualifications from artists to design an art crosswalk that will be installed at the intersection of Windsor Parkway and Osborne Road. Artist's requests for qualifications are a solicitation for creative art designs only. Implementation and installation of decorative crosswalk to be prepared by the City of Brookhaven. Artists are requested to submit preliminary design work, references and resume-including completed art installations. Completed installations need not be of the same project type but rather should aim to represent creative and technical ability for completing public art design. Once all complete submissions have been received and reviewed, a small pool of three (3) applicants will be chosen to move forward in the selection process. Only those Artists chosen to move forward to refine their work will be compensated. A complete submission is defined as all materials included by an artist or team of artists including preliminary design works, references, and resume. A selection panel made of community members and city staff will review all refined Submissions and select the artist(s) with which to commission the final art piece(s). Following selection, the artists will work closely with the city staff and review panel to finalize the design. Chosen designs will be installed by an asphalt and paving company that specializes in the fabrication of thermoplastic products using pre-cut stencils. The installation of the final artwork will be managed by city staff.

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The scope of work shall consist of the following components based upon two phases:

**Phase I**

1. Interested artists shall submit a request for qualifications to include a cover letter and art portfolio with a minimum of three (3) relevant images of completed artwork.
2. The Artist Selection Panel will select the top three (3) candidates using the evaluation criteria scorecard.

**Phase II**

1. **Preliminary Design** - Top three (3) candidates shall prepare and submit art design in electronic format as a JPEG, PDF or PNG file type. Each file must be less than 1MB each. Each artist can submit up to two (2) designs. Proposed designs should take into account the Lynwood Park history and the Brookhaven logo, brand and color scheme.
2. **Art Selection Panel** - The Artist Selection Panel will select the finalist using the evaluation criteria scorecard.
3. **Assessment of Existing Conditions** - Conduct an assessment of existing conditions to include a field visit to gain a concise and clear understanding of the Lynwood Park Historic District and the area proposed for the art crosswalks.
4. **Community Engagement** - Conduct a Community Engagement Process in Conjunction with the Arts and Culture Commission. Present design concept of proposed artwork to the Arts and Culture Commission through a public engagement process.
5. **Finalize Crosswalk Design** - Finalize crosswalk design based upon input from the Arts and Culture Commission during the public engagement process. The chosen artist will work with Community Development and the Arts and Culture Commission, the Lynwood Park community and other stakeholders to finalize their design.

**COMPENSATION**

Initial submissions will not be compensated. Each design that is chosen to move forward to Phase II will be notified and compensated \$300. The selected artist will receive an additional \$3,000 for their final design after finalization of the design.

**ELIGIBILITY/MINIMUM REQUIREMENTS**

In order to identify qualified artist(s) to design an art crosswalk at the Windsor-Osborne intersection that reflects the Lynwood Park community and/or its history, the City is seeking qualified individuals or teams that meet the following eligibility requirements.

1. All professional artists, artisans, architects, designers, teams, and emerging student artists 18 years of age and older with public art experience residing in Georgia and neighboring states may apply. Those with personal or professional ties to Brookhaven and Lynwood Park are encouraged to submit qualifications.

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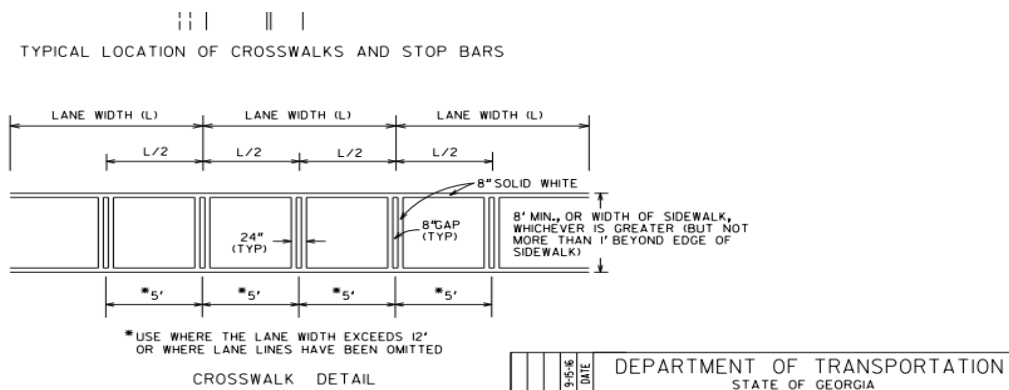
2. Artists must have the ability to travel to Brookhaven, Georgia to participate in the public engagement process and conduct a site visit of the area proposed for the art crosswalk.

**ART CROSSWALK CRITERIA**

- Creative imagery unique to Lynwood Park History
- Visual Rhythm that catches attention (Allows pedestrians and vehicular traffic to slow down and notice).
- At least two of the Brookhaven Branding Criteria
- The color palette of the City dominating imagery
  - Criteria Option 1 – See Page 16
- The houses, swoosh or tree from the City logo/seal
  - Criteria Option 2 - See Page 16
- Hills from the Explore Brookhaven Logo
  - Criteria Option 3 - See Page 16

**CROSSWALK DESIGN SPECIFICATIONS**

- Artwork design must have high-visibility and be recognizable as a crosswalk.
- Artwork design need not incorporate the parallel bars between the stop bars, but if it does it must follow the specifications below. Inside Vertical Crosswalk lines: Width – 24”, Length – 8’ between the stop bars; Spacing between lines: 36”
- Besides for the white stop bars, any colors or design within those stop bars can be used.
- Artists should keep in mind that their design has to be turned into a stencil, so a limited color pallet and more simplified design is preferred.
- For visual continuity, one design will serve as the template for all four crosswalks at the prescribed intersections.



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**SCOPE OF WORK AND SPECIFICATIONS**

**SELECTION METHOD**

***Phase I - Selection of Finalists***

Based on the Statements of Qualifications submitted in response to the projects/contracts listed in this RFQ, the Selection Committee will review the proposal based upon evaluation criteria to include the following: 1) Approach and submission of compliance with project requirements; 2) Project or Art Experience and Completeness of Submission in Section I (3). The Selection Committee will discuss the top submittals and the final rankings of the top submittals will be determined. From the final rankings of the top submittals, the Selection Committee will identify three (3) artists which will be shortlisted from the list of submitted proposals.

***Phase II - Finalist Notification***

Artists selected and shortlisted as finalists will receive notification and final instructions in writing from City of Brookhaven regarding the next steps for Phase II and the due date. The artist shall submit preliminary designs and narrative description by the deadline. Brookhaven reserves the right to request a presentation/interview on any project/contract as determined in its best interests; Each finalist shall be notified in writing and informed of Phase II due date.

***Phase II – Finalist***

The City of Brookhaven will request submission of the preliminary design for art crosswalk during the second phase. The Arts Selection Panel will review the preliminary designs and narrative description based upon evaluation criteria to include the following: 1) Creativity and Uniqueness to Lynwood Park; 2) Visual clarity of subject representation; 3) Brookhaven Branding Logo and/or Color Scheme.

Submissions will be evaluated only if the application is complete, received by the deadline, and requirements are met. The Arts Selection Panel will make selections based on the artist's prior work, the artist's ability to complete and deliver a project that meets the stated goals, and the reasoning provided in the artist's letter of interest. During the selection process, artists may be asked to participate in an interview, and references may be contacted. Selected artist(s) shall be asked to submit a preliminary design for review and consideration to the Arts and Culture Commission.

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**SCOPE OF WORK AND SPECIFICATIONS**

**I. REQUEST FOR QUALIFICATION PROCESS**

The proposal must contain the information outlined below.

Please include a title on each page of your proposal and number pages to ensure proper identification.

**A. PHASE I**

1. Cover Letter
2. Artist Biography
3. Art Portfolio

**1. Cover/Transmittal Letter**

Each proposal must have a Cover/Transmittal Letter briefly summarizing the qualifications and experience relevant to the scope. Please include in the letter the following:

- Company/Individual information including the name of the company (include any dba names); and a brief history of the company.
- Company/Individual mailing address, contact person, telephone number for the primary contact person, and email address.
- Describe the artist's submission and how it meets the preliminary art and design requirements. Please highlight any personal connection to the City of Brookhaven and/or a brief statement of why this neighborhood, site, and project is appealing.  
**Limit: 500 words.**
- Signature of the authorized person to execute contracts or other similar documents must sign the letter.

**2. Artist Biography**

An artist biography should include the key elements of the artist's proposal. Please provide background on each member of your team, including brief bios, artist's experience and any other information that best highlights the artist's or team's strengths. **Limit: 750 words.**

**3. Art Portfolio**

Submit a minimum of three (3) relevant images of completed artwork from the artist's portfolio

- a. Highlight the quality of work to show relevance with communities and immediate context.
- b. Demonstrate prior experience with designing site-specific public artwork for transportation projects and/or crosswalks.



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**B. Phase II**

1. Preliminary Design
2. Narrative Description

**1. Preliminary Design**

Artist shall provide up to three separate preliminary design sketches showing dimensions and enough detail to convey the design idea should be provided in separate .JPG or .PDF files. Once artist(s) / artist team(s) are selected for this project, each will be contracted to submit refined final design(s) to the graphic specifications of the stencil painting contractor (contractor and their specifications TBD).

**2. Narrative Description**

Artist shall provide a narrative description of the proposed preliminary design which discusses the design’s uniqueness to Lynwood Park and the design’s ability to reference themes or connections.

**II. Evaluation and Selection Criteria**

The City, at its discretion, may award the contract to the responsible and responsive consultant submitting the proposal which is deemed to be the most advantageous to the city. Proposals submitted in response to this RFQ will be evaluated and scored, in accordance with the criteria outlined below, by the Arts Selection Panel.

**Evaluation Criteria**

<b>Phase I</b>	<b>Points</b>
Approach and submission compliance with project requirements	20
Project or Art Experience	25
Completeness of Submission	5
<b>Phase II</b>	
Creativity and Uniqueness to Lynwood Park History	25
Visual clarity of subject representation	15
Brookhaven Branding Logo and/or Color Scheme	10
Highest Possible Score	100

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**TIMELINE (3 Months) – August 2022 – October 2022**

August 2022	Release Request for Qualification or call for artists
August 2022	Request for Clarification Due
August 2022	Response to Clarification Due
September 2022	Submissions Due for Phase I
September 2022	Top 3 artists selected for Phase II
September 2022	Preliminary Design Due for Phase II Due
September 2022	Final Artist Award
October 2022	Public Engagement Meeting <ul style="list-style-type: none"> <li>○ Meeting #1 – consensus meeting on the overall approach, selection of artists, etc.</li> </ul>
October 2022	Public Engagement Meetings on both crosswalks <ul style="list-style-type: none"> <li>○ Meeting #2 – review of preliminary design, general input from Lynwood Park Foundation and other residents of Lynwood Park</li> </ul>
Spring 2023	Installation (City staff)

This crosswalk design project is a collaborative effort between the City of Brookhaven Arts and Culture Commission, Brookhaven Community Development and Public Works Departments, and the Lynwood Park Association.

*End of Exhibit B*

**EXHIBIT C**  
**REQUEST FOR QUALIFICATIONS**

**II. SUBMISSION OF RFQ**

**RFQ Number: 22-106A, WINDSOR-OSBORNE ART CROSSWALK PILOT PROGRAM**

**Optional Pre Bid Conference: Tuesday, August 18, 2022, 11:00 am EST**

**Questions Due: Wednesday, August 24, 2022, 4:00 pm EST**

**Phase I - Proposal Due Date: Thursday, September 8, 2022, 4:00 pm EST**

**Proposals shall only be accepted online through the Bonfire Portal**  
**<https://brookhavenga.bonfirehub.com/projects/view/73023>**

- III. All submissions are due at the location specified no later than the date and time specified herein. The RFQc package must include detailed information relative to the Request for Qualification Process and Selection Criteria, as required. The Proposal Letter included as page two (2) of this RFQ, and Exhibit C-G must be attached in Bonfire and must be signed by a person authorized to legally bind the company.

**III. EVALUATION CRITERIA AND PROCESS**

- a. All RFQs received will be reviewed by the Purchasing Manager to ensure that all administrative requirements of the RFQ package have been met by the Offerors. Each RFQ will be reviewed to ensure that the Offeror submitted all information required in the RFQ and that all documents requiring a signature have been signed. Failure to meet these requirements may be cause for rejection. All RFQ that meet the administrative requirements will then be turned over to the evaluation committee for further evaluation.
- b. The Evaluation Committee will review all submittals received and rank Offerors based on submittal information required in Evaluation and Selection Criteria. Discussions may be conducted by the City of Brookhaven with responsible Offerors who submit RFQ determined to be reasonably susceptible of being selected for award for clarification to assure full understanding of and responsiveness to the solicitation requirements. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of statements; and such revisions may be permitted after submissions and prior to award. In conducting any such discussions, there shall be no disclosure of any information derived from proposals submitted by competing Offerors. Cost will not be a deciding factor in this RFQ, only Proposal.

- c. The City of Brookhaven reserves the right to addend the RFQ prior to the date of RFQ submission. Addenda will be posted to the Brookhaven website at [www.brookhavenga.gov](http://www.brookhavenga.gov).
- d. Awards of contract shall be made to the responsible Offerors who have successfully submitted an RFQ and been ranked by the Evaluation Committee considering all the evaluation factors set forth in this RFQ. No other factors or criteria shall be used in the evaluation. The City of Brookhaven reserves the right to reject all RFQ's submitted in response to this RFQ.

**IV. OTHER CONSIDERATIONS**

- a. Vendors responding to this RFQ need to become a registered vendors to sell products or services to the City of Brookhaven. Please note that the vendor file is a good source for vendor information but not the only source. Registration does not guarantee that your firm will be solicited for any or all requirements. The vendor file will also be used to support financial transactions with vendors including invoice payments. A Vendor Application is available at [www.brookhavenga.gov](http://www.brookhavenga.gov).

If you have any questions or concerns, please feel free to email:

City of Brookhaven

Purchasing Office

[purchasing@brookhavenga.gov](mailto:purchasing@brookhavenga.gov)

- b. Prior to the due date, a submitted RFQ may be withdrawn by the Offeror by submitting a written request to the Buyer named herein. A person authorized to sign for the Offeror must sign all such requests.

The City reserves the right to add provisions to the contract to be consistent with the successful Offeror's offer and to negotiate with the successful Offeror other additions to, deletions from, and/or changes in the language in the Contract, provided that no such addition, deletion or change in Contract language would, in the sole discretion of the City affect the evaluation criteria set forth herein, or give the successful Offeror a competitive advantage.

Any exceptions to the agreement must be clearly identified, accompany the Offeror's RFQ and be attached to the agreement. Offerors are cautioned that any exception submitted that will give the Offeror a competitive advantage over another Offeror or that will cause a failure to meet a mandatory requirement of the RFQ will not be accepted.

Prior to award, the apparent winning Offeror(s) may be required to enter discussions with the City to resolve any contractual differences before an award is made. These discussions are to be finalized and all exceptions resolved within one (1) week of

notification, if not, this could lead to rejection of the Offeror's proposal. The offeror will not retype the enclosed contract.

**V. CERTIFICATION**

By my signature below, it is certified that my firm can meet all terms of the statement of Proposal and will perform the services specified; and for the privilege of doing so on the City of Brookhaven premises. I understand that, upon proper acceptance of this offer by the City of Brookhaven, a contract will thereby be created.

Given under my hand this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Name of Firm

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Business Address

\_\_\_\_\_  
Email address

Sworn to and subscribed before me

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Notary Public

My commission expires on the above date.

*End of Exhibit C.*

## Exhibit H

### City of Brookhaven Windsor-Osborne Art Crosswalk Pilot Program Additional Documents

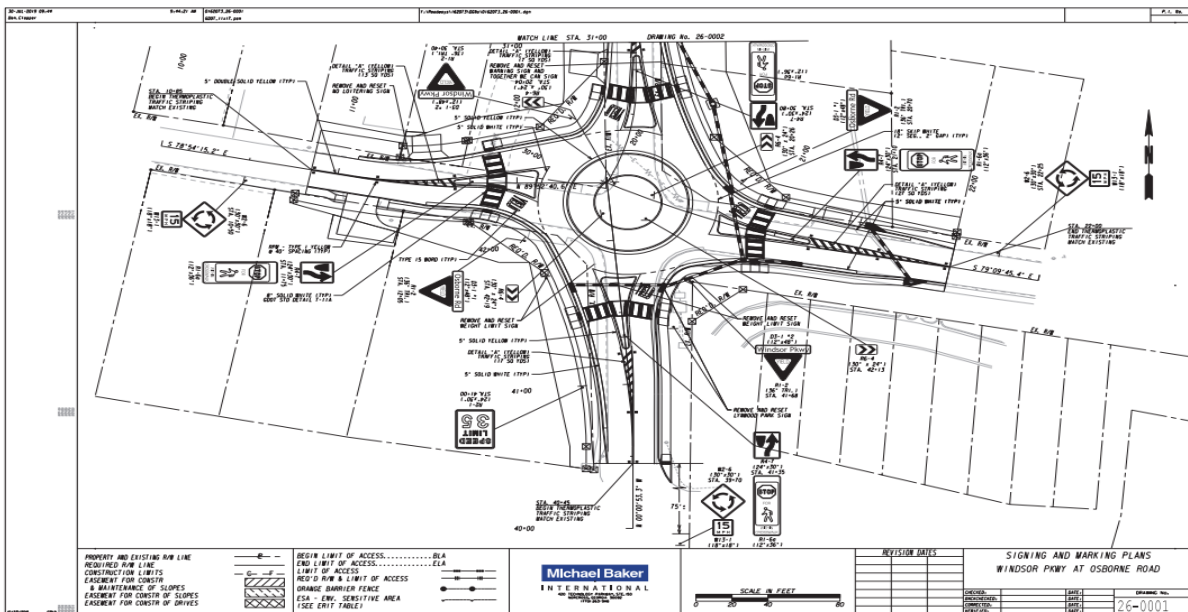


# ABOUT THE SITE

## Windsor-Osborne Special Area Plan – Suggested Art Crosswalk Locations



## Windsor Parkway/Osborne Road – Roundabout Detail



## City of Brookhaven Logo and Color Schemes

### CRITERIA OPTION 1: CITY COLOR PALLETTE

**Pantone 576 C**  
This color is to be used in every possible situation.



CMYK Values = C 49, M 0, Y 100, K 39  
Screen Colors = R 92, G 135, B 39

**Pantone 576 C at 50%**  
This color is to be used in every possible situation.



CMYK Values = C 37, M 13, Y 57, K 0  
Screen Colors = R 167, G 189, B 135

**Pantone 308 C**  
This color is to be used in every possible situation.



CMYK Values = C 100, M 40, Y 23, K 7  
Screen Colors = R 0, G 116, B 156

**Pantone Process Black**  
This color is to be used in every possible situation.



CMYK Values = C 0, M 0, Y 0, K 100  
Screen Colors = R 0, G 0, B 0

### CRITERIA OPTION 2: LOGO IMAGERY

- BUILDINGS
- SWOOSH
- TREE



### CRITERIA OPTION 3: EXPLORE BROOKHAVEN LOGO IMAGE: HILLS

