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**ARTS HUNTSVILLE**

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**CONTACT PERSON**

Jennifer Johnson, Public Art Program Manager

REQUEST FOR  
QUALIFICATIONS  
**DOWNTOWN HUNTSVILLE  
GATEWAY  
PUBLIC ART PROJECT**



**HUNTSVILLE**  
The Star of Alabama



**ARTSHUNTSVILLE**  
CELEBRATING THE CREATIVE SIDE

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## PROJECT DESCRIPTION

Arts Huntsville, in partnership with the City of Huntsville, invites artists or artist-led teams to submit their qualifications and express interest in creating a major landmark artwork for the intersection of Clinton Avenue and Monroe Street. This public art project, serving as a 'gateway to downtown,' will enhance the intersection, include a pavement element, and has a budget of **\$1.5 million**. Interested applicants can submit their applications through [CODAworx.com](https://www.codaworx.com) until **January 17, 2025**.

Arts Huntsville, as the City of Huntsville's public art agency, seeks a public art installation that will contribute to the city's vibrant cultural landscape and guide visitors as they explore Downtown Huntsville.



Arts Huntsville also invites applicants to include a mentorship or professional learning opportunity as part of the project to support Arts Huntsville's local artist development program.

## GOALS OF THE PROJECT

The public art installation aims to achieve the following goals for the City of Huntsville and Arts Huntsville:

- **Inspire Visitors:** Lift the spirit, engage the mind, and connect people with the vibrancy of Downtown Huntsville and the city at large.
- **Create a Focal Point:** Develop a distinctive, sophisticated, and memorable artwork that defines the character of the Monroe & Clinton intersection, serving as an iconic entryway to Downtown Huntsville.
- **Enhance Wayfinding:** Develop an artwork that serves to help integrate nearby destinations such as the VBC, Big Spring Park, and Front Row development. The commissioning body will consider either a single large-scale piece, or multiple integrated pieces, to enhance the intersection. *The intersection's traffic signals should be considered, and the City will coordinate with the selected artist on traffic signal placement.*
- **Calm Traffic:** Subtly influence driver behavior to promote pedestrian safety and a smoother traffic flow. In addition to verticals elements, the City is also interested in seeing artist proposals that include two-dimensional artistic hardscape or design in the intersection.

**INSPIRE VISITORS**  
**CREATE A FOCAL POINT**  
**ENHANCE WAYFINDING**  
**CALM TRAFFIC**

## POSSIBLE THEMES

**Convergence, the Arts, Urban Energy.** The selected artwork should capture the dynamic and ever-evolving nature of Downtown Huntsville, and reflect the area's role as a cultural hub. Inclusion of organic shapes, lines, and forms may be considered to offset the dense build of the area.

## BACKGROUND & SITE INFORMATION

The intersection of Monroe Street and Clinton Avenue is vital and serves as a 'gateway' into downtown Huntsville.

On the southwest corner, Rhythm on Monroe is a restaurant and bar that serves as a popular gathering spot for patrons of the Von Braun Center (VBC), Huntsville's civic center. The VBC is a multi-purpose facility equipped to accommodate major conferences, conventions, concerts, Broadway performances, ballets, symphonies, a full range of sporting events, and more.



*Rhythm on Monroe, on the corner of the Clinton and Monroe intersection.*

Across the street, the highly anticipated Front Row development promises a dynamic mix of upscale residences, office spaces, and a curated selection of shops, restaurants, and entertainment options. Clinton Avenue flows with an influx of traffic exiting Memorial Parkway (US 231), Huntsville's main north-south arterial road.



*Concept rendering of Front Row along Clinton Avenue.*

Past the Clinton and Monroe intersection, there is a Hampton Inn and Suites on the southeast corner and a Cadence Bank branch on the northeast corner.

Beyond these businesses, Clinton Avenue continues eastward, leading to the heart of Huntsville's vibrant downtown. Meanwhile, heading south on Monroe Street leads traffic past the VBC's two largest performance venues: the Mark C. Smith Concert Hall and the Propst Arena. Across Monroe Street is Big Spring Park, Huntsville's largest downtown green space. The park is also a hub for community events, concerts, and festivals.

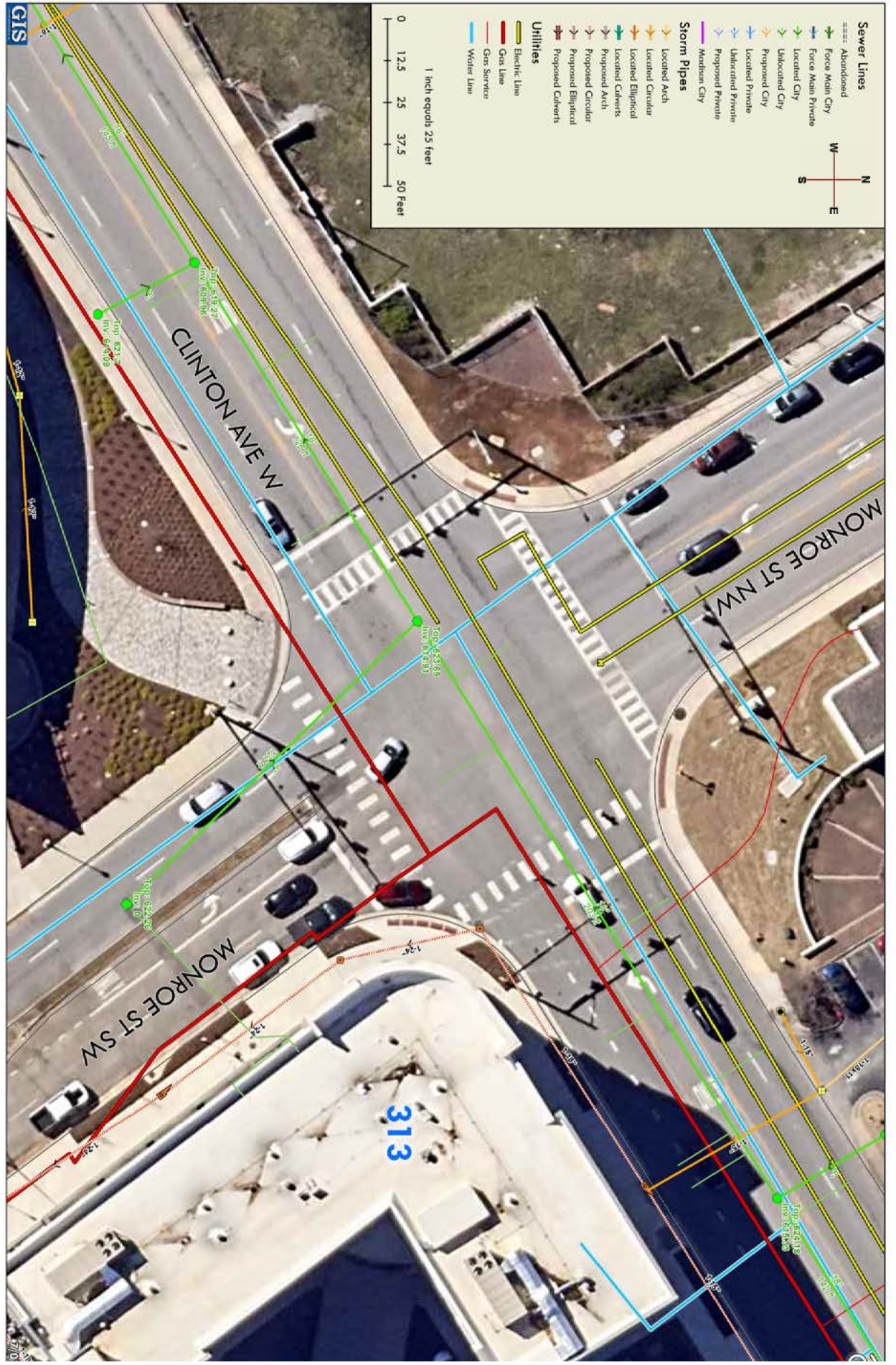


*Big Spring Park along Monroe Street.*

The Clinton and Monroe intersection will increasingly serve as a vital connector for Downtown Huntsville. This constant flow of activity presents a remarkable opportunity for a significant piece of public art. The chosen artwork will be a focal point, dynamic wayfinding, and traffic-calming element that inspires the people who experience it.



Rough architectural map of the intersection. A final map and additional materials will be provided to candidates to use and reference for proposal development after finalists are selected.



## RESEARCH RESOURCES

- [Huntsville's Downtown Master Plan](#)
- [Huntsville's Public Art Master Plan](#)
- [The VBC \(Von Braun Center\)](#)
- [Big Spring Park](#)
- [Front Row \(Development Under Construction\)](#)
- [US News - Huntsville Ranked Best Place to Live 2022-23](#)
- [Amazing Spaces - Huntsville's Public Art Collection on the Public Art Archive](#)
- [City of Huntsville, Alabama](#)
- [Huntsville/Madison County Convention & Visitors Bureau](#)
- [City of Huntsville Geographic Information System \(GIS\)](#)
- [Arts Huntsville](#)
- [Huntsville/Madison County Chamber of Commerce](#)
- [Paverart - Recommended Hardscaping Subcontractor](#)

## HOW TO APPLY

Artists wishing to be considered must submit the following materials online at <https://www.codaworx.com/profile/arts-huntsville>. No email or hard copy submissions will be accepted.

The applicant will be asked to submit seven (7) digital images of art (see below for more information), a URL to your professional artist website, a brief letter of interest, and a resume that includes 3 professional references. Applications must be submitted through CODAworx to be considered. There is no application fee to apply or to use the CODAworx platform. Simply sign-up as an artist to begin.

1. CODAworx Account Required. You may sign up for a free CODAworx account at <https://www.codaworx.com/> and click “Log In or Sign Up” button. Use one of the following browsers: Chrome or Firefox.

2. In order to see the “Apply to RFP” button, and access the application, you must be logged into your CODAworx account. Submit your Shortlist Application online through CODAworx at: <https://www.codaworx.com/profile/arts-huntsville> using one of the following browsers: Chrome or Firefox.

3. Find the Call to Artists you are applying for under header Projects. You may save and return to your application before submitting it. To return to an application in progress, log in to your on CODAworx account and visit <https://www.codaworx.com/rfp/my-rfp/my-applications>.

*The deadline for submission of applications is Monday, January 17, 2025 at 11:59 PM (CT).*

**Qualifications are to be submitted at [CODAworx.com](https://www.codaworx.com)**

*Please submit any questions in writing by Monday, January 6, 2025, at 9:00 am (CT) to:*  
**Jennifer Johnson | Public Art Program Manager | Arts Huntsville | email: [publicart@artshuntsville.org](mailto:publicart@artshuntsville.org)**

## **SUBMITTAL OF QUALIFICATIONS**

### **APPLICATIONS MUST CONTAIN THE FOLLOWING INFORMATION:**

- **Resume/CV with references:** Include a brief, current resume/CV that outlines your professional accomplishments as an artist along with three professional references that have a solid knowledge of your work and working methods. In the case of applicants applying as a team, please submit a single resume with 1 page per team member. Your document should include:
  1. Contact information
  2. Your website
  3. Previous relevant art commissions
  4. Design team experience
  5. Exhibitions, awards, grants
  6. Education
  7. References. The three (3) professional references should be art or design professionals who have detailed knowledge of the artist's work and working methods, including fulfilling deadlines, working with the community and other relevant aspects of the artist's work. Please include contact information including name, title and affiliation, phone number and email address for each reference.
- **A Letter of Interest:** A letter is required that addresses why you are interested and what particularly excites you about the project. Please include the following:



1. Name, address, telephone, email, and website for all artist/design team members.
  - a. Include resumes for all team members.
  
2. Your interest in this project and your experience working on comparable projects
  - a. Include your experience with architectural and engineering project teams.
  - b. Include your philosophy on public art, its integration into surrounding environment, and how your work and experience will complement this project.
  - c. You may use the Selection Criteria section of this RFQ to guide your answers when addressing your eligibility and suitability for this project.
  
3. Include any publications, third-party web postings/ blogs, and art curator’s reviews of your work, along with recommendations from other owners or commissioners of your art.



- **Artwork Images:** In the “Images of Your Work” section of your application on CODAworx, please upload seven (7) different completed artworks or past commissions of work that best reflects the type of work you envision for this project. For each completed artwork, you will be prompted to upload a single, main image. The application screen will also prompt you to specify the title of the artwork, location, budget (USD), year completed, medium, and dimensions. In the medium field, please also name the commissioning agency and any collaborators or partnering design professionals when describing the artwork. Artists applying as a team must split the allotted number of work examples between themselves.

Images must be JPEG or PNG file format with a minimum of 620px width and maximum file size of 5MB. Slides, prints or any physical submissions of artwork will not be accepted.

**QUESTIONS ABOUT APPLYING** on CODAworx may be addressed to [team@codaworx-rfp.com](mailto:team@codaworx-rfp.com) or by calling the office at (608) 467-3040. Questions about the scope of the project should be directed to Arts Huntsville (see Questions section below).

## **FINALIST SELECTION CRITERIA**

The Selection Committee will evaluate artists and their work based on the following criteria:

- Artistic excellence, originality, and ability to project a consistent body of work, as evidenced by representation of past work in images and other supporting materials
- Appropriateness of artist's/team's approach and style to the project's creative placemaking goals and sites for the artwork
- Artist's demonstrated technical experience with similar projects
- Timelessness of artist's past work, including its durability, maintenance requirements, permanence of materials, safety, accessibility, and protection against vandalism
- Experience of the artist/artistic team on major projects with diverse stakeholders and design and engineering professionals and consultants



*Huntsville, Alabama. Getty Images.*

- Availability of the artist/artistic team to work within project time frame
- Ability of artist/artistic team to effectively communicate and collaborate with design professionals, engineers, community leaders, and city officials

The panel reserves the right to make no selection from the submitted proposals. Arts Huntsville, together with the project partners, has the right to issue additional solicitations for qualifications and reserves the right to withdraw this call at any time.

## **ANTICIPATED TIMELINE**

<b>November 20, 2024</b>	<b>RFQ Released</b>
<b>January 17, 2025</b>	<b>Deadline for RFQ Submittals</b>
<b>February 14, 2025</b>	<b>Finalists Selected (Up to 5)</b>
<b>March 18, 2025</b>	<b>Site Visits for Finalists</b>
<b>May 16, 2025</b>	<b>Proposals Due/In-Person Presentations</b>
<b>Late May 2025</b>	<b>Artist Selected</b>
<b>June 2025</b>	<b>Artist Contracted</b>
<b>July/August 2025</b>	<b>Design Development</b>
<b>Sept. 2025-Sept. 2026</b>	<b>Fabrication Period</b>
<b>Fall 2026</b>	<b>Installation</b>

## **BUDGET**

Up to five finalists will be selected to propose for the project. **The preliminary budget is \$1,500,000** for the project. Each invited finalist will receive a \$4,000 honorarium for proposal development plus a travel allowance up to \$2,000. This travel allowance will fund two trips to Huntsville: one site visit prior to proposal development on March 18, 2025, and one visit for proposal presentation on May 16, 2025. Proposing artists are required to attend both the site visit and proposal meeting in person.

The artist award includes all other costs associated with the project including, but not limited to, artist design fee, structural and electrical engineering as project artwork requires by Alabama-registered professionals (if relevant), insurance, labor, materials, taxes, fabrication, transportation, storage (if needed), coordination with Arts Huntsville; travel to and from the site, per diem expenses, project documentation, contingency, and any other costs related to the project. Any expenses that exceed the contracted amount will be the Artist's responsibility. Arts Huntsville reserves the right to revise the preliminary budget. Budgets will be finalized prior to contracting any artist.

## **SCOPE OF SERVICES**

The anticipated services to be performed shall consist of, but not necessarily be limited to, the following:

- Developing final design drawings stemming from the originally approved concept proposal
- Developing and securing approval for a project concept, budget, and schedule
- Including a detailed narrative description of the artwork, a description of materials and fabrication techniques, a comprehensive detailed budget, a project schedule and other documents critical to the completion of proposed artwork on approved schedule
- Performing all services and furnishing all the labor, supplies, materials, and/or equipment necessary for the fabrication and installation of the approved design -- this performance must be in accordance with the mutually agreed-upon project schedule
- Arranging for the transportation, protection, coordination, and installation of the artwork in consultation with Arts Huntsville and relevant personnel
- Working cooperatively and maintaining effective communication with all parties involved in the project
- Attending any requested coordination meetings
- Attending events, as requested, to celebrate, educate and inform the public about the project, for the period of time to be contractually defined

- Delivering a fully documented maintenance manual for the artwork, including designs, written descriptions, quality photos and presentations
- Providing copyright privileges as detailed in the contract and waiving specific VARA rights if the artwork is integrated into the site in a way that it cannot be removed without destroying a portion of the site

The selected finalist will be responsible for completing and submitting all deliverables in a timely manner, as outlined in the Artist's contract with Arts Huntsville for the benefit of the City of Huntsville.

See sample contract at <https://www.artshuntsville.org/public-artist-resources/>

## **NONDISCRIMINATION**

Arts Huntsville and its project partners do not discriminate against any qualified individual on the basis of race, religion, color, creed, national origin, marital status, sexual orientation, gender identity or expression, genetic bias, disability, citizenship, veteran status, or other category protected by applicable state or federal law.

## **QUESTIONS**

Questions must be received by Monday, January 13, 2025. All questions and/or requests for additional information shall be directed to: Jennifer Johnson by email at [publicart@artshuntsville.org](mailto:publicart@artshuntsville.org) (please reference project name "Downtown Huntsville Gateway" in the subject line).