

ATLANTA LEGACY MAKERS

A Tribute TO MAYORS ALLEN AND JACKSON

Call for Proposals

OVERVIEW

Atlanta Legacy Makers is a public commemoration of Atlanta's inheritance exemplified by two Atlanta mayors, Ivan Allen Jr. and Maynard Jackson. The effort aims to embrace the legacy that Atlantans—now and next—are charged to carry forward.

ART AND ARCHITECTURAL PROJECT

Central Atlanta Progress, in partnership with the City of Atlanta, is launching an open competition for commission of an exciting project at the nexus of Atlanta's beating heart, Woodruff Park.

This project will honor the legacy of our past, it will provide aspiration for our future, and it will activate our present. It will do so by:

- Creating a monument to honor the legacy of two pivotal Atlanta mayors: Mayor Ivan Allen, Jr. and Mayor Maynard Jackson, Jr.
- Commissioning a landmark artwork by a contemporary artist who aspires to Dr. King's vision of Beloved Community as fervently as Atlantans do.
- Reimagining the public space on the north side of Woodruff Park, considering how the plaza meets the

street at both Peachtree Street and Auburn Avenue, as well as how the space can be utilized for this project and other public activations and gatherings.

SUBMISSIONS

Central Atlanta Progress and the City of Atlanta will consider all proposals demonstrating dynamic use of public space and public art. All applicants, regardless of race, sex, religion, nationality, origin or disability will be considered.

Please direct all questions and proposals to:

Samara Minkin, City of Atlanta

SMinkin@AtlantaGA.gov

MATERIALS

Submissions should be limited to your website, two (2) images and two (2) paragraphs outlining the main idea for the site.

PROCESS

Proposals will be reviewed by the Atlanta Legacy Makers Curatorial Committee. The Curatorial Committee will identify up to three (3) proposals to advance. Central Atlanta Progress will award \$5,000 stipends for teams selected for this second round. We encourage assembling a team inclusive of artists, architects, designers, and urbanists.

Successful teams will be experienced in all three physical aspects of this project: creating historical narrative in public space, integrating artwork by working closely with a contemporary artist, and renovating the plaza as a part of the comprehensive project. The Curatorial Committee may recommend partnerships among individual proposals upon review.

SELECTION CRITERIA

The selection will be selected based on the following criteria:

- Artistic merit and technical expertise
- Demonstrated successful, innovative and effective approach to architectural, design and public art projects of a similar scope
- Ability to successfully execute project in a culturally rich and complex area
- Express interest in creating artwork for the opportunities presented by this Call for Ideas
- Atlanta's diversity is our strength. According to 2018 Atlanta Regional Commission data, the metro

Atlanta region is 40% White, 39% Black, 12% Hispanic, 7% Asian. Close to 14% of us are foreign-born. If we look at our smaller intown-City of Atlanta numbers, numbers shift and we are 54% Black, 38% White, and 5% Hispanic. While we don't expect teams to assemble according to specific ratios, successful teams will share our belief that diversity makes us better.

- Proposals that reflect diversity throughout team composition from leadership on down will be weighted more heavily.
- It is a Central Atlanta Progress and City of Atlanta objective to actively promote full and equal business opportunity for minority and female owned businesses. We will work to ensure that historically disadvantaged businesses have an equal opportunity to participate in this project.

BUDGET

Total Project budget: \$3,000,000

TIMELINE

Proposals due:

Proposals must be received no later than 11:59PM EST November 23, 2020. Proposals received after 11:59PM EST November 23, 2020 shall not be considered. Any material received after the scheduled deadline for filing will not be opened.

Schedule Dates:

September 29, 2020: Competition announced

11:59PM EST October 26, 2020: Deadline for submitting questions

11:59PM EST November 23, 2020: Proposals due

December 2020: Evaluation

January 4, 2021: Round 2 selection announced

March 15, 2021: Round 2 proposals due

April 16, 2021: Artist or artist team selected and announced

SITE DETAILS: WOODRUFF PARK

Woodruff Park sits at the historic intersection of Peachtree and Sweet Auburn. Peachtree functions as the City's spine, running through residential Buckhead on the northside, into the corporate canyons of Midtown, and south into historic Downtown. It's a symbolic bastion of white wealth. Auburn Avenue, in turn, is the spiritual center of African American culture, historic home to the greatest concentration of black wealth in the nation, as well as the most important black churches. The Park spans both sides of Auburn along Peachtree.

Today Woodruff Park serves over five million visitors annually and is surrounded by large office buildings, Georgia State University, (and?) the Candler Hotel. A two block radius in any direction leads to the most populous areas of downtown Atlanta. Two blocks north on Peachtree is the Ritz Carlton Hotel, the Commerce Club, and Peachtree Center. Two blocks south on Peachtree is Marietta Street, and a series of county, state, and federal offices leading south towards the Capital and City Hall. Two blocks east of Woodruff Park is the historic heart of Sweet Auburn, where the history of Big Bethel AME Church, Atlanta Life Insurance, and the Atlanta Daily World now preside over juice bars and coffee shops and Georgia State University buildings. And to the west is the Broad Street boardwalk - a pedestrian thoroughfare of small restaurants and co-working spaces that marks the start of the Fairlie Poplar District and abuts Centennial Olympic Park, the stadium, arena, and other sporting sites.

Woodruff Park itself is lush and green. It is anchored at its south end by Atlanta from the Ashes, an iconic neoclassical statue of a woman holding a rising phoenix - the symbol of Atlanta ("Rise Up!" shout our sports fans; Resurgens, says our City seal.) The primary section of the park contains green space and an ATL-shaped playscape. Public plaza runs along Auburn Avenue, with food kiosks and plenty of seating. There are fountains within the park on either side of Auburn. At lunch the park is full of employees of nearby businesses; in the afternoon it's full of Georgia State students. Movies on the lawn serve downtown residents; social service outreach serves area homeless. It's a lively urban park.

As active as the description reads, activity is localized on the south side of the park. The north side is the available site for this project and full redesign is encouraged.

Key impacts on north side:

- Peace Fountain runs along eastern edge of park
- Street car stops along Auburn, tracks run along Peachtree
- Relay bike share rack along Auburn
- Berm along Peachtree impacts sitelines into park

Woodruff Park Strategic Plan: <https://bit.ly/woodruffpark2020sp>

Woodruff Park Images: <https://www.flickr.com/photos/159791054@N02/albums>

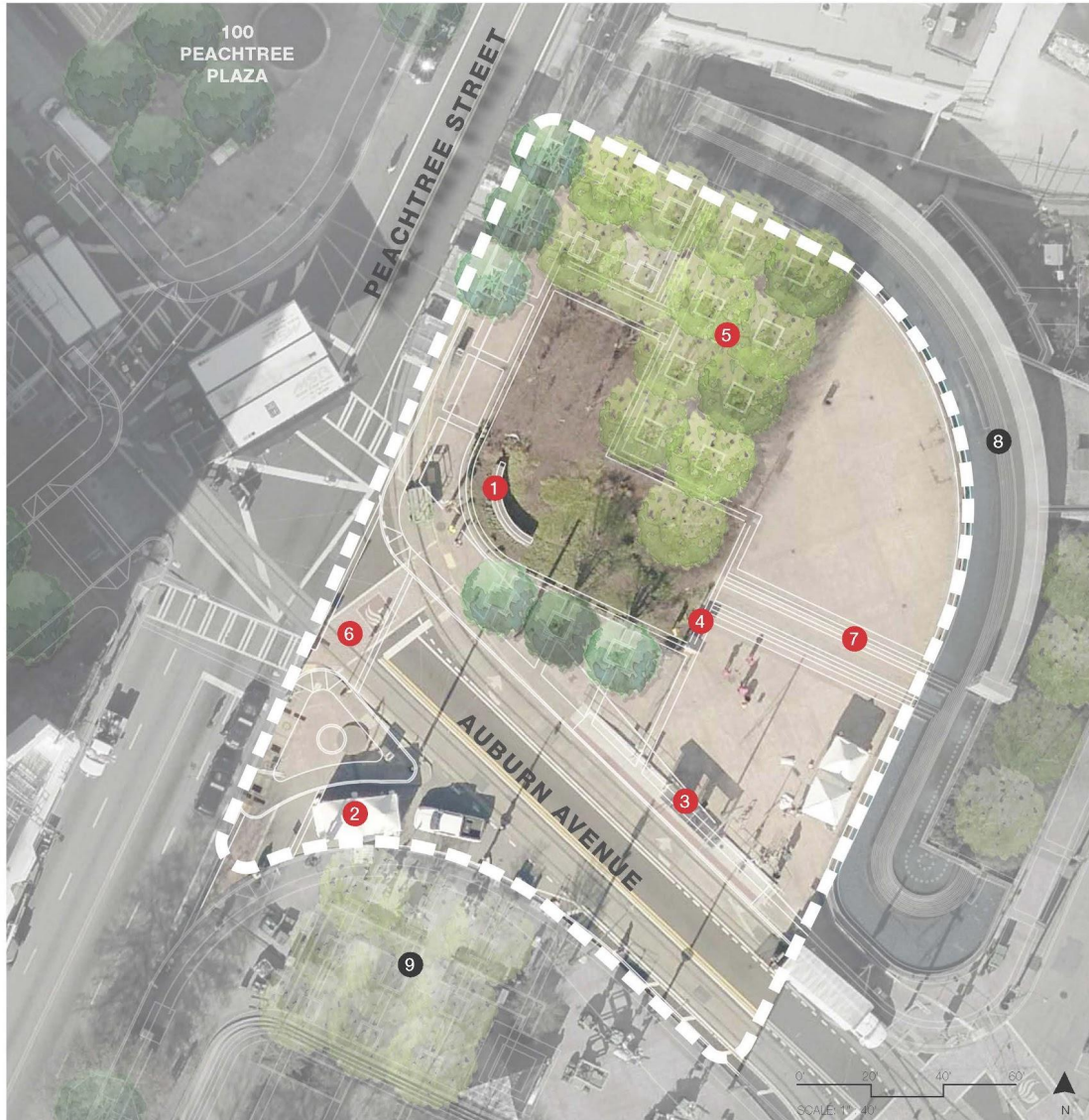
Additional Images:

Doggy Con 2019: <https://flic.kr/s/aHsmGicKiRI>

Food Truck Fridays + ArtSwap Kick-off 2019: <https://flic.kr/s/aHsmEdGv6x>

Project area for re-design is approximately 1 acre (not counting fountain). The area spans from the curb lines along Peachtree and Auburn to the face of the fountain. The fountain is to remain, as is the Street Car station. Design for an immersive experience that integrates existing infrastructure. Should designs span across Auburn Avenue, the City will consider removing the existing slip lane - but focus is north side of park.

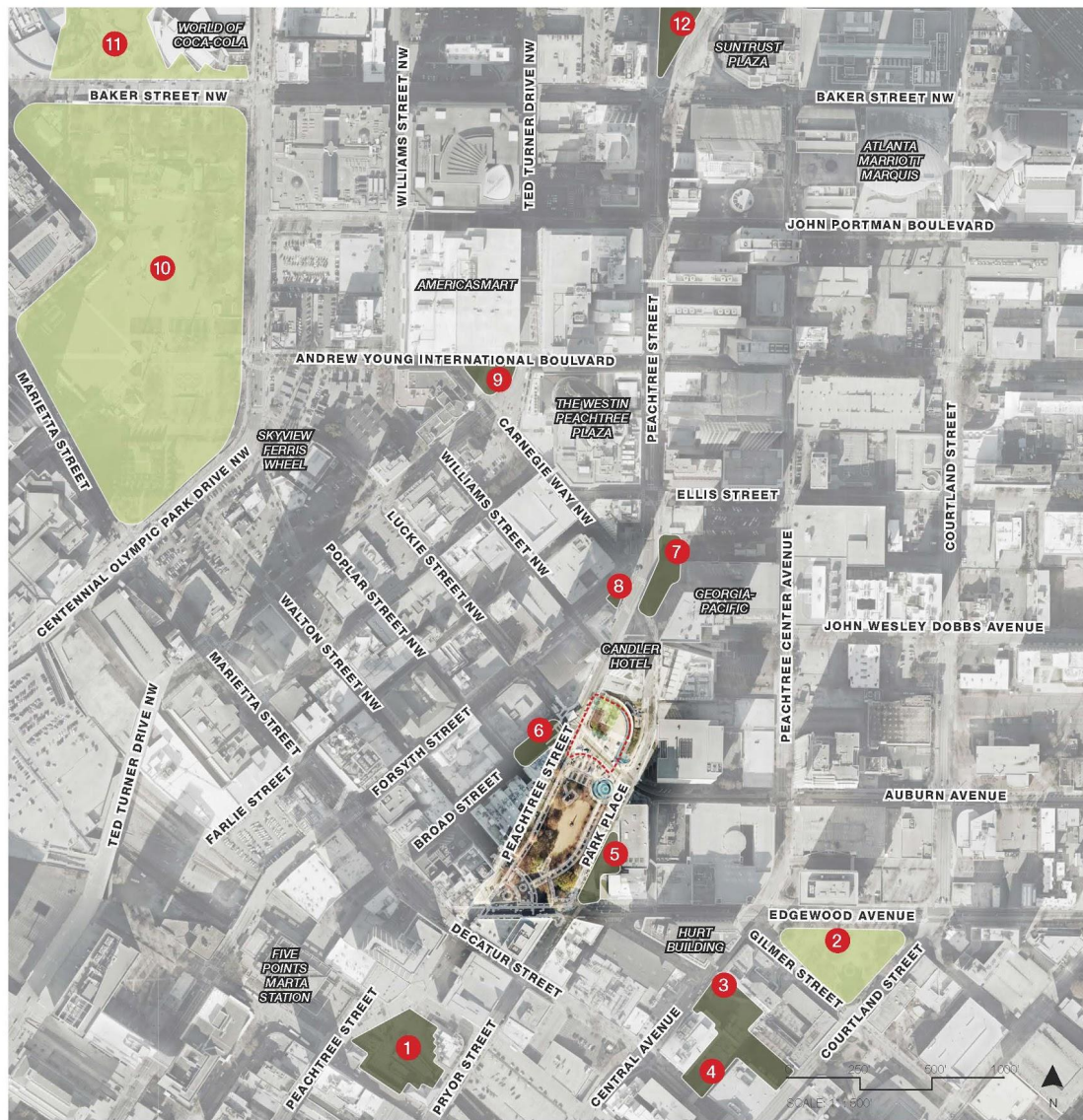
PROJECT AREA



LEGEND

- | | |
|---------------------------------|--------------------------------|
| 1 Robert W. Woodruff Park Sign | 7 Stairs to Upper Plaza |
| 2 Existing Slip Lane | 8 International Peace Fountain |
| 3 Woodruff Park Street Car Stop | 9 Reading Room |
| 4 Woodruff Park Fittt Stand | |
| 5 Zelkova Bosque | |
| 6 Georgia State Crosswalk | |

CONTEXT AREA



LEGEND

- | | |
|-----------------------------|----------------------------|
| 1 Peachtree Fountains Plaza | 7 Georgia-Pacific Plaza |
| 2 Hurt Park | 8 Margret Mitchell Square |
| 3 GSU Greenway | 9 Walton Spring Park |
| 4 Library Plaza | 10 Centennial Olympic Park |
| 5 GSU Park Place Plaza | 11 Pemberton Place |
| 6 Broad Street Boardwalk | 12 Hardy Ivy Park |

PROJECT BACKGROUND

The idea for an artistic tribute to Mayors Allen and Jackson was born in 2018, when local developer Gene Kansas invited Gary Pomerantz, author of *Where Peachtree Meets Sweet Auburn*, to speak at the Auburn Avenue Research Library to celebrate the opening of Constellations, a shared work space in a neighboring historic building on Auburn Avenue. The book excavates five generations of family history of two illustrious Atlanta families: the Allens and the Dobbs. The Allens are descendants of slave owners; the Dobbs are descendants of slaves. Pomerantz traces these two families and their individual rise to social, economic, and political power - culminating in two of the most important mayors in Atlanta's history. Mayor Ivan Allen, Jr. and Mayor Maynard Jackson, Jr. led Atlanta through an enormously pivotal era bridging the past to future. Their leadership in the 1960s and 1970s transformed Atlanta and gave rise to the New South. During the talk, Pomerantz highlighted the significance of both Atlanta mayors in the history of Atlanta.

Descendants of Mayor Ivan Allen Jr. and Mayor Maynard Jackson Jr. were in attendance, as was Maria Saporta, author of the *Saporta Report*. In a column dated June 4, 2018, Maria wrote: "For years, I have envisioned two statues – one of Mayor Allen and the other of Mayor Jackson – shaking hands or conversing – at the corner of Peachtree and Sweet Auburn. A historical marker could help explain the significance of that intersection and how both men helped shape Atlanta of today." Maria encouraged the city to commemorate the special relationship between the mayors in the form of a sculpture at the intersection of Peachtree Street and Auburn Avenue. In 2019, Central Atlanta Progress convened an exploratory committee, and the idea for a selection process for a new piece of public art was formalized.

While the legacy of the past seeded this effort, its resonance is due to Atlanta's inclusive nature and our aspirations for the future. Our inclusive nature is personified by our City's devotion to collaboration and partnership, equity and diversity. These are values we consider our birthright; values that define our unified hopes for our city. So ingrained are these values, our City Hall contains an office titled One Atlanta-Office of Equity, Diversion, and Inclusion. One Atlanta is the essence of the intersection of Peachtree and Sweet Auburn.

And while we appreciate our city as it is, our aspirations are larger. We aspire to the Beloved Community as described by the Rev. Dr. Martin Luther King, Jr., a son of Atlanta who was raised on Auburn Avenue. Like Dr. King, we believe the Beloved Community is an attainable state of humanity. For the City of Atlanta, that amounts to living by our core values: equity, progress, ambition, access, nature. These tenets are detailed in the [Atlanta City Design](#), and they represent the future ideal. This project is an oath to the promise of the Beloved Community, achieved via the legacy of transformative leadership that set our path.

HISTORY: IVAN ALLEN AND MAYNARD JACKSON

This tribute is inspired by the book *Where Peachtree Meets Sweet Auburn* by Gary Pomerantz, which details the life stories of two Atlanta mayors: Ivan Allen, Jr. and Maynard Jackson, Jr. Allen led the city through the 1960s and the Civil Rights era, desegregating City Hall and working with Dr. Martin Luther King, Jr. Jackson led the city through the growth era of the 1970s, launching progressive policies that remain in place today – and are credited with creating a city where equity, diversity, and inclusion are priorities in business as well as public policy. It is hard to overstate the importance of the leadership these men demonstrated or the impact their legacies have had on Atlanta.

Born into wealth and privilege, Mayor Allen defied expectations by leading Atlanta out of the segregationist policy of the old south and into a more integrated new south. Allen was unique amongst Atlanta's business elite in having relationships with African American colleagues, and he hosted the 1964 dinner in honor of Dr. Martin Luther King when he won the Nobel Prize. That same year, he was the only elected Southern official who testified in favor of the Civil Rights Act. Mayor Allen is largely credited with Atlanta's peaceful response to the era's upheaval.

Maynard Jackson was only two generations removed from slavery – his great-grandparents were slaves outside of Atlanta – and is considered the architect of modern Atlanta. Jackson's mayoralty focused on equity. He instituted changes in procurement of city contracts for business, in neighborhood planning, and in workforce development. His policies set the standard for inclusive municipal leadership that continue to guide the city today. They are largely responsible for Atlanta's designation as the capital of the south. As Gary Pomerantz described him, "Maynard Jackson was not a gradualist. He believed in change coming right now, if not sooner."

The legacy of these two men and their relationship with each other has never been more relevant. In 2017 the City of Atlanta published a guiding document for future plans, policies, and investments based on the Beloved Community – an ideal that prioritizes equity, diversity, and inclusion. The following year, Mayor Keisha Lance Bottoms launched the One Atlanta office, leading the charge to actualize and implement the processes needed to live up to our aspirations. This is the ongoing work of Atlanta; it's the ideal of Atlanta; and it's the direct legacy of Ivan Allen Jr. and Maynard Jackson.