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# Murals Project

CITY OF PINE LAKE, GEORGIA  
P.O. Box 1325, Pine Lake, Ga 30072

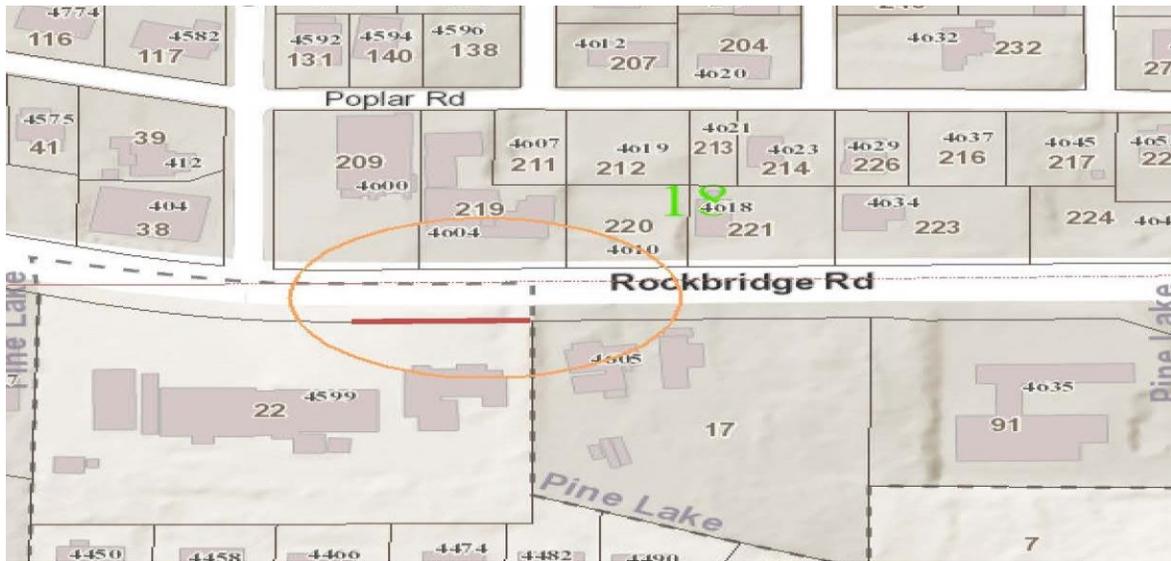
Proposal | Statement of Work | October 4, 2023

Projected Project Start Date: 11/01/2023  
Projected Project Completion Date: 02/29/2024

# Statement of Work

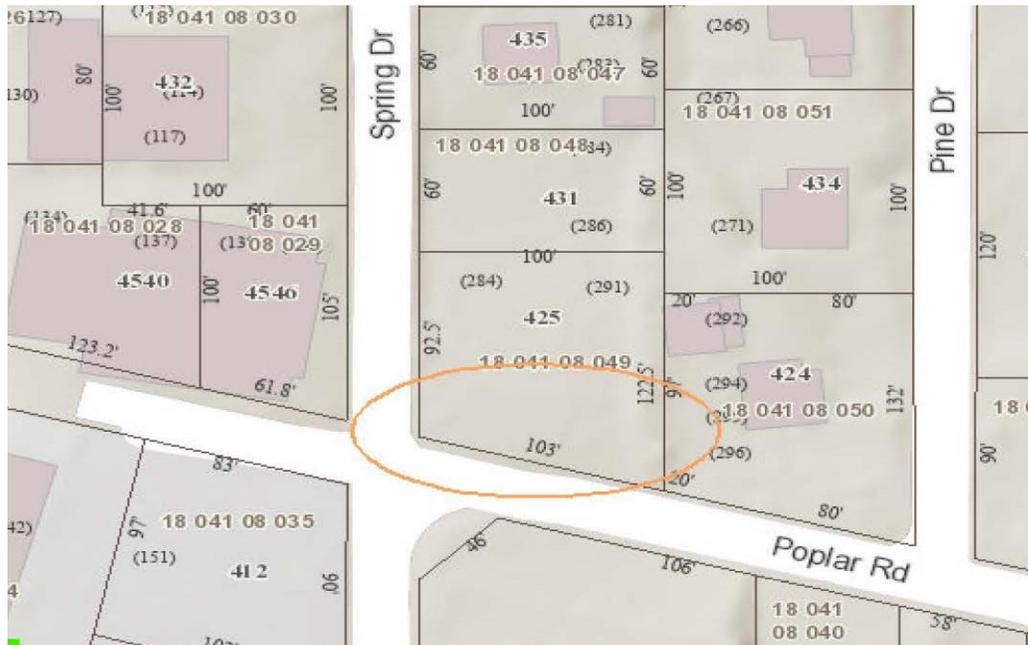
## MURAL LOCATIONS

Location #1 - 4599 Rockbridge Road



## Location #2 - 425 Spring Drive/Poplar Road

425 Spring Drive, at the corner of Poplar Road and Spring Drive. The property is adjacent to the transitional commercial district and serves as an entry point for the residential district of Pine Lake.



## IMPACT OF MURAL INSTALLATION BEYOND THE PANDEMIC AND ECONOMIC DOWNTURN

COVID-19 had its place in negatively impacting municipal jurisdictions across the State of Georgia and across the Country. Like many other cities, Pine Lake government was forced to shift to a reactive protection mode that necessitated increased communication to its citizens about a world-wide health emergency that was rapidly evolving and about what the City was doing in response to the direct effect that the health crisis was and would have on the residents and stakeholders of Pine Lake. One of the direct effects of COVID was a negative economic one. The City's offices and its citizens faced job furloughs, layoffs, and shutdowns. 2020 audited reports show that the local government suffered revenue loss and experienced increased expenditures. New and unexpected expenditures included the purchase of protective equipment and the implementation of communications and protective measures. With the collective negative impacts of the COVID-19 pandemic and the delayed progress of Rockbridge Road construction, Pine Lake businesses experienced a decrease in patronage that resulted in lost revenue and that presented the threat of closure for small businesses that are long-time fixtures in the Pine Lake community. These same businesses are the face of the quarter-square mile of Pine Lake that serves as the geographical face of the city. This same "face" serves as the City's commercial corridor and offers one of the only opportunities for the City to reach its economic potential.

For a small micropolitan city like Pine Lake, the vibrancy of its commercial corridor and the sustainability of small businesses is a vital part of its economic fabric and can very well determine the future sustainability of the City itself. It is expected that the murals to be located within the commercial corridor and at the threshold between the commercial and residential districts of the town, will aid the City in attaining the level of vibrancy needed to secure its future as a thriving City in central DeKalb County, GA.

## JUSTIFICATION OF THE PLACEMENT OF MURALS, BENEFITS FOR THE PINE LAKE COMMUNITY, ITS DEKALB COUNTY NEIGHBORS, AND VISITORS

Murals are known to create a sense of place and community, to inspire creativity, to depict cultural and historical identity, and to offer beauty to urban spaces. Murals have also been used to make a city more vibrant, while enhancing the city's capacity to engage those who live, work, and visit there. They add color and light to areas that might otherwise go unnoticed, while providing wonderful works for local residents and tourists alike to enjoy.

Murals can create a sense of community, beautify urban spaces, express historical and cultural identity, raise awareness about social issues, and inspire creativity and

wonder. Murals, and the mural design process, will be used as tools for community engagement, blight remediation, beautification strategy, and the demonstration of civic pride.

This project will also generate opportunities for artists (local and abroad) who are committed to working in and with communities to establish displays of art that foster the spirit of collaboration and that offer “placemaking” capacity. The last sentence on the City’s “History” webpage, provides the sole reason why this placemaking capacity is important to the City. It reads “Many people who drive by on Rockbridge Road every day have no idea Pine Lake even exists.” As an 85 year-old city in the center of one of the largest metropolitan counties in the state, this description presents the City as unsubstantial and irrelevant, when in fact, the City is merely just geographically unrecognizable.

As the City of Pine Lake works to make its identifying mark in the quarter-square mile of area that is known as Rockbridge Road, the mural on Rockbridge will create a billboard announcing a place that is creative, welcoming, and relevant. This mural will also serve as a beacon of creativity and a splash of culture on a DeKalb County thoroughfare that is a travel route to other areas within central and south DeKalb. The mural to be placed on Spring Drive will signify the entrance of the Pine Lake residential district that is an extension of and an additional layer to the commercial corridor that serves as the facade of the residential landscape. The Spring Drive mural will, through visual art, publicize the artsy, diverse, warm, and inviting neighborhood that serves as Arts Natural Habitat.

[SEE NEXT PAGE FOR BUDGET DESCRIPTION]

## BUDGET DISCRIPTION

The following is a depiction of the project description in terms of individualized items for scope and the associated, estimated cost for each item.

<b>Mural Project Budget</b>		<b>NOTES</b>
<b>Rockbridge Road</b>		
Art, artist, prep of surface and paint	\$10,000	
<b>Spring Drive/Poplar Road</b>		
Structure (frame) fabrication (75%), art (25%)	\$10,000	
<b>Total Estimated Budget</b>	<b>\$20,000</b>	

## PROPOSAL SUMMARY

In summary, this proposed mural project is important to the City of Pine Lake for a number of reasons. It strongly resonates with the City's vision and mission and supports the City as "Arts Natural Habitat". It is reflective of the City's commitment to its future sustainability and its enhanced economic position. The goal of Public Art in Pine Lake is to encourage participation and collaboration in the process of publicly displaying art and to foster quality design and the creation of an array of artwork in all media, materials, styles and disciplines. The display of Public Art is an important way to reflect the diversity of culture, heritage and expressions of Pine Lake and Georgia and to build a diverse collection of public artworks by selecting a variety of artists to display public art projects. It also serves to encourage the role of artwork in enhancing economic development and cultural tourism and to foster the development of future artists and the art spaces.

Additionally, this project will contribute to the City's opportunity to promote placemaking as the City builds toward its Comprehensive Plan goal to establish Pine Lake as a cultural destination for Metro Atlanta. Most importantly, the murals will help the City to foster a welcoming atmosphere that invites its visitors and neighbors to encounter the landscape of a city that is colored with a nature and wildlife – a gem – not to be hidden and deemed non-existent but, to be explored by all who venture beyond DeKalb County's western Memorial Drive corridor and Stone Mountain's granite sculpture to the east. In the middle of these two prominent locations lies Pine Lake – a small city adorned with a lake, parks, wetlands, and a beach house whose beach front wall is brought to life with a mural of its own. (see Beach House Mural on the next page).

The City of Pine Lake requests your financial assistance in the installation of two (2) murals – one on Rockbridge Road and the other at Spring Drive/Poplar Road.

Mayor Melanie Hammet

City Manager ChaQuias M. Thornton



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