



THIRD
STREET
PROMENADE

REQUEST FOR PROPOSAL (RFP)

Professional Design Services for: Lincoln Boulevard Beautification and Streetscape Improvement Project - Phase I

Issue Date: January 24, 2020

Inquiries: Steven Welliver, Deputy Chief Executive
Downtown Santa Monica, Inc. (DTSM)
steven@downtownsm.com
1351 Third Street Promenade, Suite 201
Santa Monica, CA 90401

CC: Nick Efron, Director of Public Space & Operations
Downtown Santa Monica, Inc.
nick@downtownsm.com

Proposals Due: February 28, 2020 at 5:00p PST

INTRODUCTION

Downtown Santa Monica, Inc. (DTSM) is a private 501c(3) non-profit organization that works with the City of Santa Monica to manage services and operations in Downtown Santa Monica while promoting economic stability, growth and community life within this unique neighborhood. This includes, but is not limited to, on-street placemaking, beautification, and capital improvements to enhance the experience of visitors and users alike. DTSM manages the Property-based Assessment District (PBAD) bounded by Ocean Avenue to the west, Wilshire Boulevard to the north, Lincoln Boulevard to the east, and the Santa Monica Freeway (I-10) to the south.

DTSM is soliciting proposals from qualified design, placemaking, or consulting teams interested in creating a conceptual streetscape beautification plan for the five blocks of Lincoln Boulevard located within the Downtown Santa Monica service boundaries, roughly Wilshire Blvd. to the Santa Monica Freeway (I-10).

BACKGROUND

In 2016, Lincoln Boulevard was incorporated into the Downtown Santa Monica PBAD by way of a vote of the property owners. Lincoln Boulevard forms the eastern boundary of the DTSM PBAD and serves as a key gateway/entryway to the greater Downtown district. Additionally, Lincoln Boulevard connects directly to the I-10 Freeway and accommodates high levels of auto traffic during daylight and rush hour.

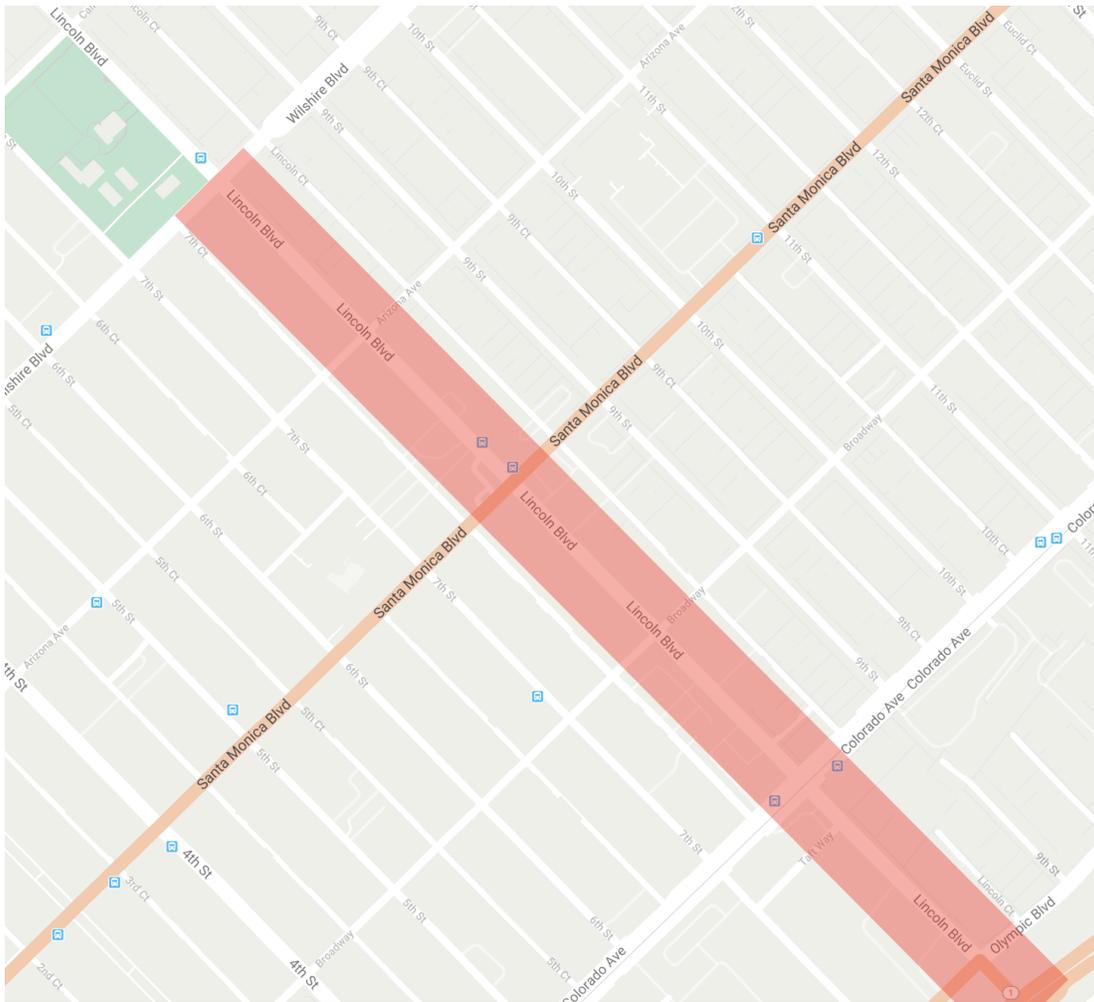
Despite its notoriety as one of the busiest - and most congested - streets in Santa Monica, Lincoln Boulevard is also home to a variety of thriving businesses, neighborhood amenities, and mixed-use developments. In recent years, the former state highway has come under local control, and is shifting away from auto-oriented uses (e.g. car washes, mechanic shops, fast food drive thrus) to more neighborhood-serving retail (e.g. pet supplies, home furnishings, restaurants). However, the corridor lacks pedestrian-scaled infrastructure and enhancements that are typical of a street with its current uses. The existing street and sidewalk conditions vary in quality and character producing an unwelcoming and inconsistent streetscape environment.

The City of Santa Monica's 2010 Land Use and Circulation Element (LUCE) identified Lincoln Boulevard as an important mixed-use corridor and transition zone between the lower-scale residential neighborhood neighborhood to the east and the Downtown district to the west. Updated development standards allow Lincoln Boulevard to flourish

as a commercial and mixed-use corridor. Lincoln Boulevard is currently in the midst of a construction boom with five significant mixed-use projects underway and another five in the development pipeline. Current and anticipated development along Lincoln Boulevard is expected to increase the activity of all user groups. The City of Santa Monica's Downtown Community Plan, adopted in 2017, identified the need for thoughtful streetscape and sidewalk improvements along Lincoln Boulevard especially as these developments - and subsequent expanded sidewalks - come online.

PROJECT AREA

Lincoln Boulevard from Olympic Boulevard (South) to Wilshire Boulevard (North), generally denoted below in the red box. The project spans five blocks (approximately 0.66 miles).



SCOPE OF WORK

Downtown Santa Monica, Inc. is requesting proposals for professional design services related, but not limited to, the following placemaking improvements along Lincoln Boulevard between Olympic Boulevard to the south and Wilshire Boulevard to the north (5 blocks, approximately 0.66 miles). The design package should be a functional and aesthetic layer of furnishings and amenities overlaid on top of the existing street infrastructure. (Future phases of the project may address underlying infrastructure, such as roadway and sidewalk configuration, as additional capital funds are made available.)

- Street furnishings including seating options and trash receptacles;
- Pedestrian-scaled lighting options;
- Street trees and/or planters;
- Public art opportunities;
- Integrated signage/wayfinding;
- Identifying markers/gateway signage
- Additional amenities including bike corrals/racks, bollards, etc...

The ideal design plan should be rooted in proven placemaking methods and techniques. After a series of initial conversations with Lincoln Boulevard stakeholders, the following topic areas emerged as priority design principles. The following list and corresponding descriptions are not exhaustive and may evolve during the design process:

- Enhance the pedestrian experience;
- Consider design elements that identify Lincoln Boulevard as a “gateway” to Downtown Santa Monica;
- Provide a cohesive design aesthetic comprised of unique elements and components;
- Be bold, embrace color and greenery;
- Prioritize elements that have a light touch but big impact.

FINAL DELIVERABLES

This project is the first phase of a more comprehensive Lincoln Boulevard corridor beautification project. It is expected that this preliminary design process will result in a robust and useful plan identifying appropriate beautification and placemaking amenities, proposed locations of improvements, and general budgetary numbers for a Phase II implementation plan including, but not limited to, costs associated with sourcing and installing the corridor amenities.

SCHEDULE

January 24, 2020	RFP Released
February 28, 2020	Submissions Due (5p PT)
March 16-20, 2020	Candidate Interviews
March 27, 2020	Winning Firm Notified
April 27, 2020 (tentative)	Project Kickoff
June 30, 2020	Anticipated Final Deliverable (negotiable)

SUBMISSION REQUIREMENTS

Cover Letter - Include a summary of your firm's interest in this project and your understanding of the services needed and topics addressed. Explain why your firm is best qualified to provide these services and outline any special or unique qualities that would distinguish your proposal. Please include firm name, address, phone number, email, and website.

Project Approach - Describe your methodological design process and approach, especially as it relates to the specifics of this project.

References - Please include at least three (3) professional references with full contact information.

Work Samples - Please include as many work samples as you see fit to adequately showcase your firm's capability as it relates to public space placemaking or streetscape beautification. Other information that you believe highlights your firm's ability and capacity may also be included here.

Project Team - Please include brief resumes or descriptions of the individual(s) who will lead or manage this project.

Budget - Estimate anticipated compensation for the scope and duration of the project contract. Please note current scope and corresponding budget should be reflective of professional and/or design services only and shall not be inclusive of material sourcing or fabrication expenses.

PROPOSAL SUBMISSION

All proposals are due by 5:00p on February 28, 2020. Late submissions may not be considered. Both paper and electronic submissions will be accepted. Please submit all applications to the following mailing and/or email address:

Nick Efron, Director of Public Space and Operations
Downtown Santa Monica, Inc.
1351 Third Street Promenade, Suite 201
Santa Monica, CA 90401
nick@downtownsm.com

Please note that Downtown Santa Monica's office is open daily Monday through Friday between the hours of 8:30a and 5:00p.

TOTAL COST

This is a request for proposals and the final price will be negotiated with the selected design team. We ask each submission to include a rough budget estimate and/or budget range.

VENDOR SELECTION AND EVALUATION

At its sole discretion, DTSM reserves the right to withdraw this request for qualifications without notice; accept or reject any or all proposals; and accept submissions which deviate from the request for qualifications as seems appropriate and in its best interests. DTSM reserves the right to negotiate with any, all, or none of the applicants submitting proposals.

Prospective vendors will be evaluated by DTSM with particular emphasis on the following criteria:

- Demonstrated applicable experience;
- Proven track record of completing projects of a similar scale on schedule, within budget, and with a high level of customer and stakeholder satisfaction

OTHER HELPFUL INFORMATION

Visit <https://www.downtownsm.com/> for more information on Downtown Santa Monica's programs, events, and activities.

Visit <https://dtsmanualreport.com/> to view Downtown Santa Monica's most current Annual Report.