



**Request for Proposal
Bethesda Streeterly
December 2020**

RESPOND TO: Stephanie Coppula
Director of Marketing and Communications

scoppula@bethesda.org

Bethesda Urban Partnership, Inc.

7700 Old Georgetown Road

Bethesda, MD 20814

www.Bethesda.org

Proposals must be received no later than Monday, February 1, 2021.



Request for Proposal for the Bethesda Streeetry

The Bethesda Urban Partnership (“BUP”) is requesting proposals for consultant services as outlined in this Request for Proposal (“RFP”). Proposal documents shall be submitted to BUP in accordance with the instructions and specifications detailed below.

I. Objective

BUP is requesting proposals for design services of a more permanent Bethesda Streeetry on two blocks of Norfolk Avenue in downtown Bethesda, MD. The design should include seating areas for eating, gathering in small groups, landscape and planting recommendations, lighting, shade/weather protection and furniture, as well as an area(s) for a potential public art mural.

II. Background

The Bethesda Urban Partnership created The Bethesda Streeetry in June 2020 in response to the regulations of COVID-19 which prohibited or put restrictions on indoor dining. We closed blocks of Norfolk Avenue (cross streets remained open to vehicular traffic) in downtown Bethesda and added temporary tables and chairs for additional outdoor dining to assist the local restaurant community. The response from the restaurants and the community at large was overwhelmingly positive. People started gathering for lunch, dinner, happy hour and more. We’d now like a more permanent Streeetry which would have attractive landscape elements, seating areas and dining areas with the flexibility to move things around as necessary since this is a public street which may require accessibility and the removal of assets as needed.

III. Scope of Services Requested

- A. Design layout of seating areas for patrons to eat and/or gather in small groups
- B. Design of landscape and/or plantings
- C. Design of attractive and safe boundaries that will prohibit traffic from entering The Streeetry blocks on Norfolk Avenue
- D. Include areas for a public art mural(s)
- E. Make furniture, lighting, shade/weather protection and other structural recommendations for use in The Streeetry

Deliverables:

- Layout for each block including furniture and planting placement
- Furniture, structural lighting and shade/weather protection recommendations
- Landscape and plant recommendations
- Boundary design and boundary structure recommendations

IV. Attachment

Norfolk Avenue drawings and measurements

Norfolk Avenue, between Fairmont and St. Elmo Avenues (190' x 50')

Norfolk Avenue, between St. Elmo and Cordell Avenues (198' x 50')

V. Submission of Proposals

Contents of Proposal Must Include:

- A. Statement of the Project Scope (3-page maximum)
- B. Overall approach to work
- C. Staff assigned to project and their experience
- D. Previous examples of work
- E. Detailed budget outline
- F. References

VI. Background

The Bethesda Urban Partnership

Established as an instrumentality of Montgomery County Government in 1994, BUP is a downtown management organization that provides maintenance, marketing and mobility for the 300 acres of downtown Bethesda. BUP is made up of four major departments including Maintenance, Marketing (including the Bethesda Arts & Entertainment District), Transportation Management and Administration.

The Field Operation team's responsibilities include landscaping, trash removal, street sweeping, sidewalk repairs, and the general beautification of downtown Bethesda, as well as some outside contracts that include trash removal in neighboring downtowns and the maintenance of some areas adjacent to the downtown. The Ask Me Team (part of the Field Operations team) provides information to downtown Bethesda visitors and offers other general assistance during nights and weekends.

BUP's Marketing team plans, implements and manages special events and Bethesda Arts & Entertainment District initiatives for the Bethesda Urban Partnership. BUP's annual event series highlights restaurants, art, music, theatre, dance, film, literature and children's activities. Additionally, BUP promotes the restaurants, retailers and arts organizations in downtown Bethesda as well as operates downtown Bethesda's website, www.bethesda.org. The efforts of BUP's Marketing plan target downtown Bethesda's residents, tourists, visitors and employees. The Bethesda Arts & Entertainment District produces high quality arts and cultural programming that benefits residents, businesses and

tourists and supports the community's growth and vitality. Events produced by the Arts & Entertainment District highlight visual and performing artists, writers, filmmakers and more.

The Mobility Department, known as Bethesda Transportation Solutions (BTS), works with businesses and individuals to promote alternative modes of transportation other than single occupancy vehicles for commuting into downtown Bethesda. The Mobility Department also helps Bethesda employers comply with Montgomery County law as it pertains to traffic mitigation and utilization of the County programs that subsidize employers' transportation costs. BUP also manages the Bethesda Circulator which is a free bus service that makes a 3.1-mile loop through downtown Bethesda.

Downtown Bethesda

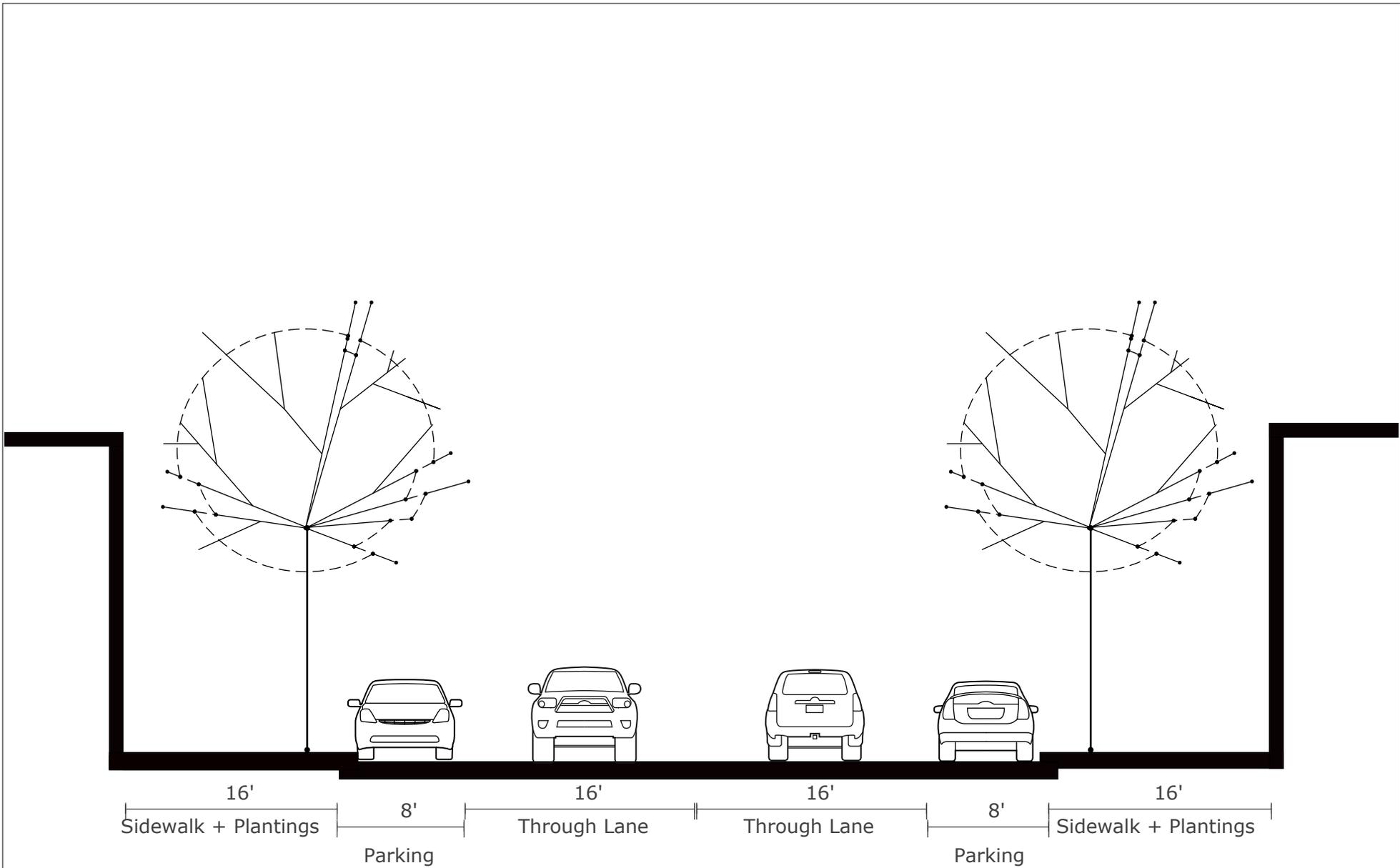
Only a short drive or Metro ride from Washington, D.C., Bethesda is a hub within the Greater Washington D.C. Area and boasts a wide-range of restaurants, retailers, entertainment venues and community events. BUP has the exciting task of highlighting the great destinations located throughout downtown, as well as creating programming that supports diverse community and cultural experiences.

Long known as the "economic engine" of Montgomery County, Downtown Bethesda also offers its residents the best of high-quality suburban and urban living. Adjacent to Washington, D.C., downtown Bethesda has great public and private schools, a diverse housing stock, 200 restaurants, and world-renowned cultural institutions. It is home to the National Institute of Health, Walter Reed National Military Medical Center, the Howard Hughes Medical Institute, as well as multiple Fortune 500 Companies.

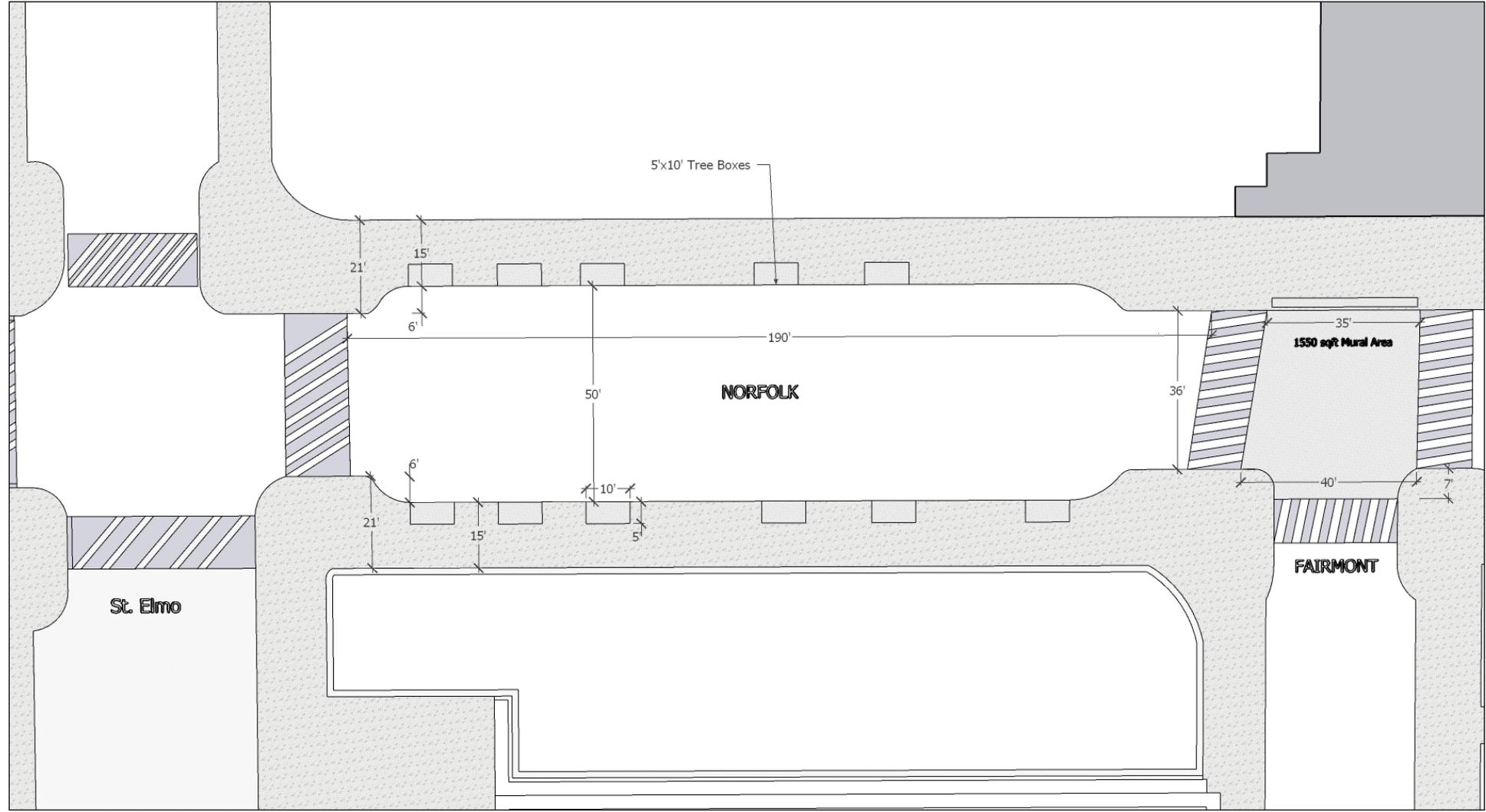
Please submit your proposal via e-mail or hard copy by February 1, 2021:

Stephanie Coppula
Director of Marketing and Communications
Bethesda Urban Partnership
7700 Old Georgetown Road
Bethesda, MD 20814
301-215-6660, ext. 120
scoppula@bethesda.org

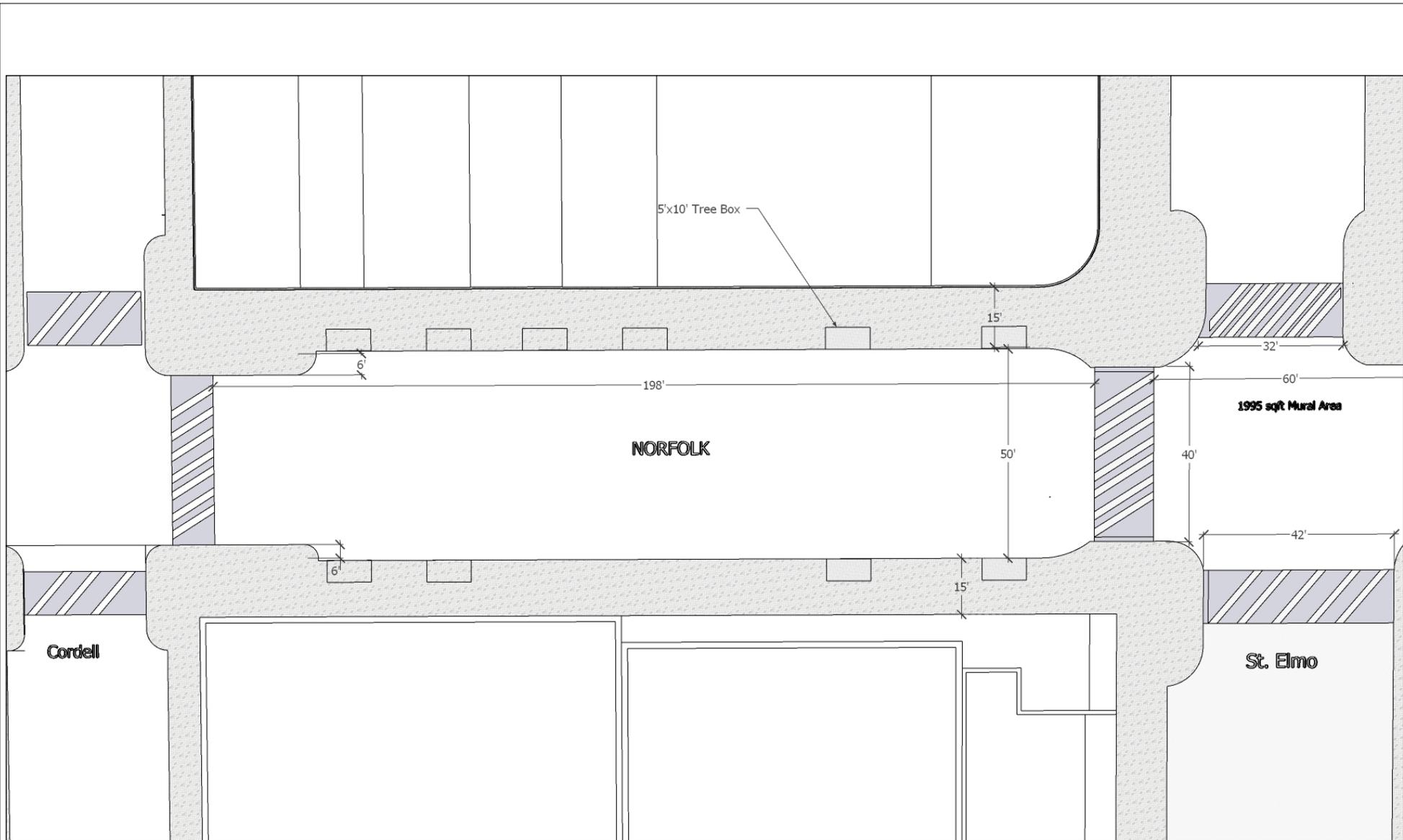




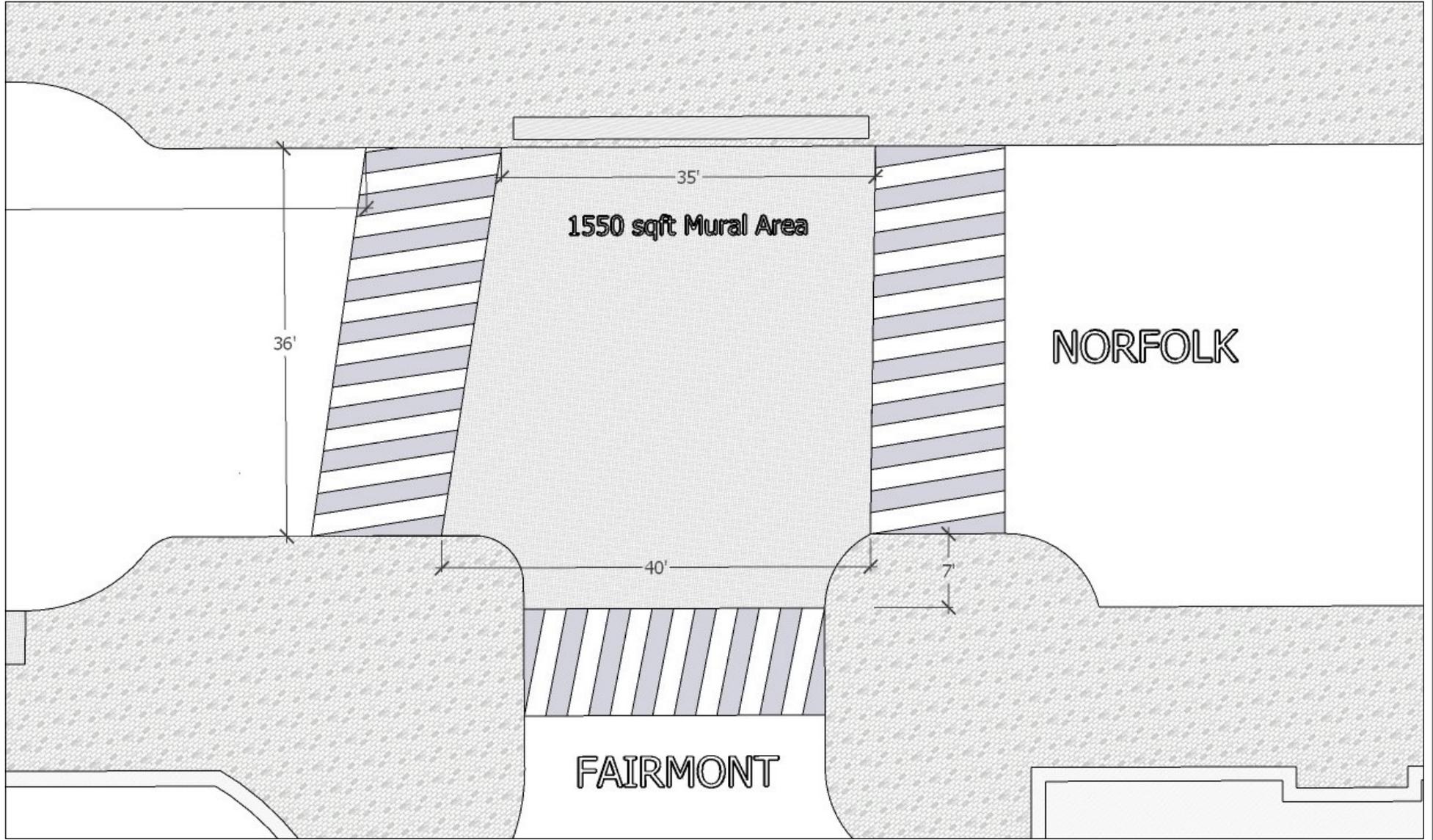
Typical existing streetscape layout along Norfolk Avenue



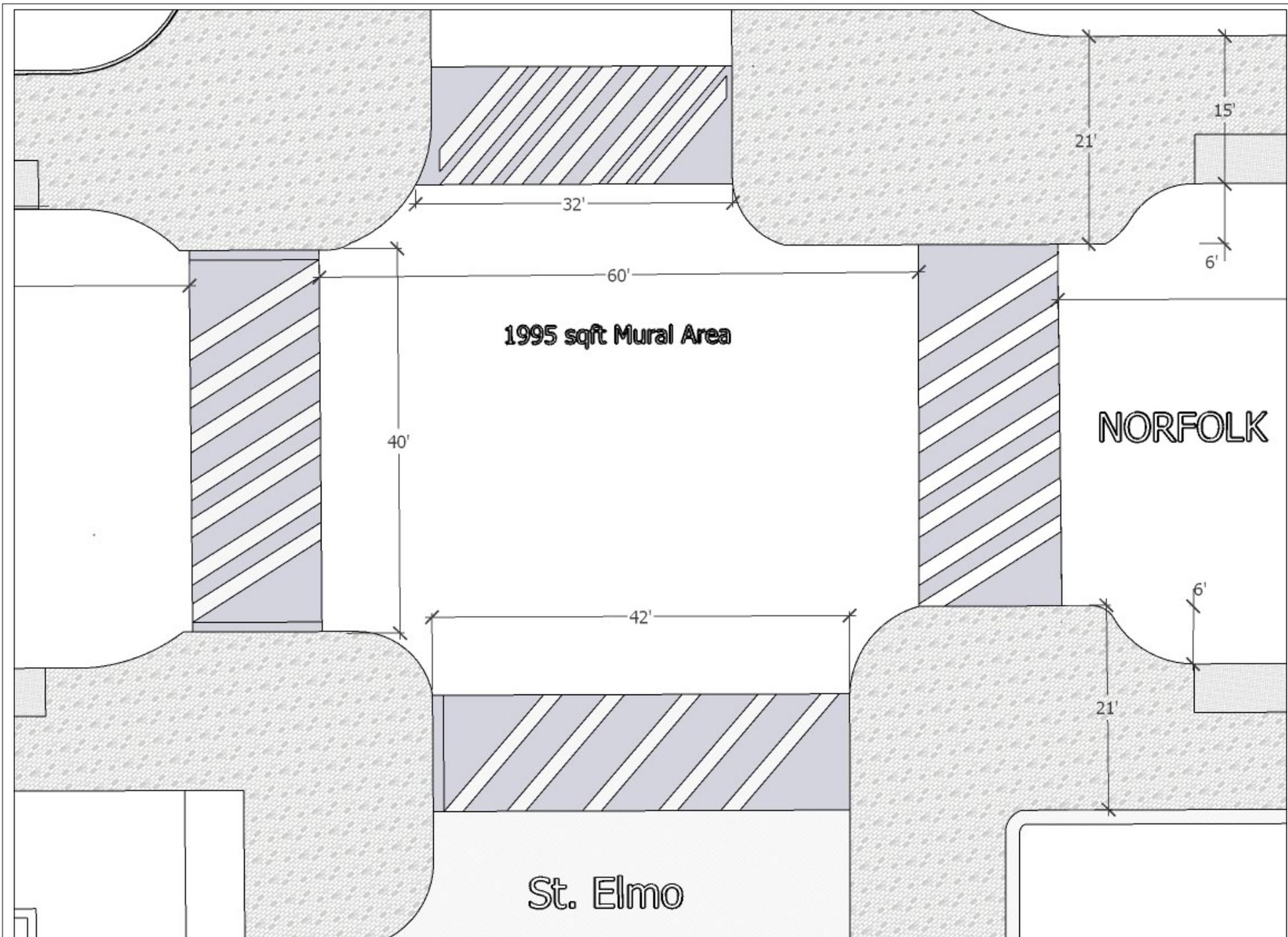
Norfolk Avenue between St.Elmo and Fairmont



Norfolk Ave between Cordell and St Elmo



1550 square feet of space available for crosswalk mural at Norfolk and Fairmont intersection



1995 square feet of space available for crosswalk mural at St. Elmo intersection