



THIRD
STREET
PROMENADE

REQUEST FOR PROPOSAL (RFP)

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

Issue Date: May 27, 2022

Inquiries: Jamison Hayward, Research & Data Manager
Downtown Santa Monica, Inc. (DTSM)
jamison@downtownsm.com
1351 Third Street Promenade, Suite 201
Santa Monica, CA 90401

CC: Rich Mongarro, Director of Operations
Downtown Santa Monica, Inc.
rich@downtownsm.com

Proposals Due: June 24, 2022 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 implementing a range of streetscape beautification plans 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 commute hours.

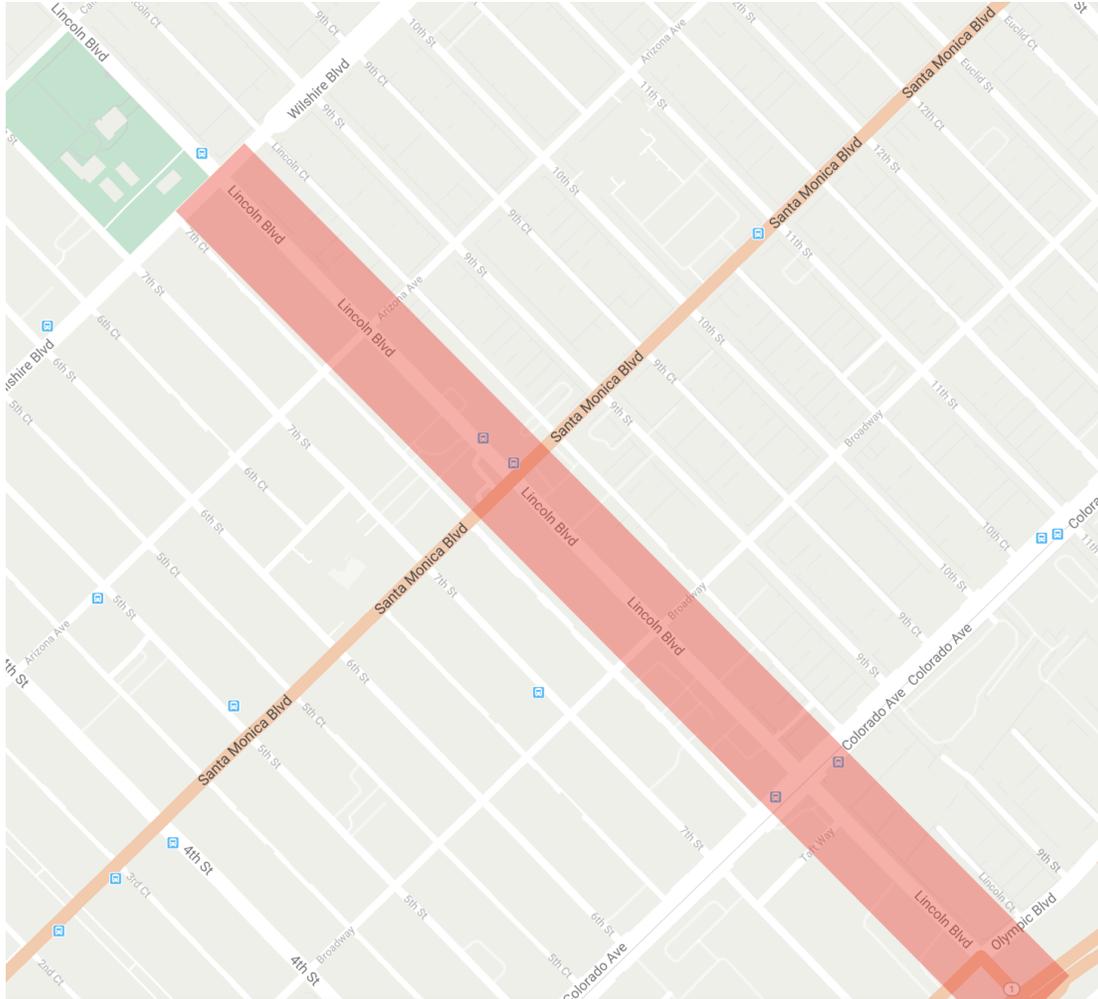
Despite its notoriety as one of the busiest - and most congested - vehicle thoroughfares in Santa Monica, Lincoln Boulevard is also home to a variety of thriving businesses, neighborhood amenities, and mixed-use developments. In recent years, the former state highway has come under local control, and is shifting away from auto-oriented uses (e.g. car washes, mechanic shops, drive through restaurants) 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 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. 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.

In 2020, a request for proposal was issued for a professional design service to complete a conceptual streetscape beautification plan for Lincoln Boulevard. That preliminary design process resulted in a robust and useful plan identifying appropriate beautification and placemaking amenities, proposed locations of improvements, and general budgetary numbers. A set of six plans was agreed upon by the Lincoln Steering Committee, and the Downtown Santa Monica Board of Directors approved and permitted the use of between \$400,000-\$450,000 dollars to implement the initial projects. The next step, and the function of this request for proposal, is the implementation of these plans- listed in the **Scope of Work** section. This project will include both design and implementation work.

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 placemaking services to implement 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).

- Lincoln Paving Pattern Expansion: \$100 per SF
- Utility Box Wraps: \$30,000
- Decorate Existing Light Poles: \$50,000
- Storefront Graphics (2): \$5,000 Per Grant (work with businesses, will likely be handled by DTSM staff)
- Monumental Gateway Signage: \$200,000
- String Lights over Sidewalks at Existing Developments: \$45,000

This list and corresponding prices were agreed upon by the Lincoln Boulevard stakeholders. Mock-ups of the six selected plans are attached to this RFP and they include detailed descriptions of each design. The designs are conceptual and intended to serve as a guideline for the final form. The budget recommendations next to each project represent the maximum pricing and proposals that fall under the budget are encouraged.

The plans are two-pronged: they focus on initiatives that provide Lincoln Boulevard with an identity and improve the streetscape. Lincoln Boulevard has a rich history as a terminus of Route 66 and design elements should embrace the history of the street. For example, the utility box wraps should apply creative elements that pay homage to the history of Lincoln. The implementation plan should be rooted in proven placemaking methods and techniques.

More generally, the implementation of these projects is designed to:

- Enhance the pedestrian experience;
- Promote 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.

If the projects are completed to the satisfaction of the Lincoln Steering Committee members, there is an option to extend the contract for additional streetscape and beautification projects.

FINAL DELIVERABLES

This project will result in the implementation of the initial six Lincoln Boulevard corridor beautification project plans. It is expected that this implementation plan will include, but is not limited to, costs associated with sourcing and installing the corridor amenities, as well as a robust written proposal as seen below in **Submission Requirements**.

The selected organization will oversee the implementation of the project, and work hand-in-hand with Downtown Santa Monica, Inc. and the Lincoln Steering Committee.

SCHEDULE

May 26, 2022	RFP Released
June 24, 2022	Submissions Due (5 PM PDT)
July 12-20, 2022	Candidate Interviews
July 24, 2022	Winning Firm Notified/Project Kickoff

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 (i.e. experience working with municipalities). In addition, include some mock-ups for the designs of the project, a DTSM brand guideline is attached below and feel free to follow the guidelines or add a creative touch. Please include firm name, address, phone number, email, and website.

Project Approach - Describe how your organization will approach the implementation and design of the projects and include your organizations approach to working with vendors and sub-contractors. Please include information on project costs (i.e. if your projected costs are in line with the overall budget, as well as the projected cost for each individual project).

References - Please include at least two (2) 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, preferably projects in the Los Angeles or Santa Monica area. 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 both the professional design services and inclusive of material sourcing or fabrication expenses. As mentioned previously, the budget recommendations next to each project represent the maximum pricing and budget proposals that fall under the budget are encouraged.

PROPOSAL SUBMISSION

All proposals are due by 5:00p on June 24, 2022. 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:

Jamison Hayward, Research & Data Manager
Downtown Santa Monica, Inc.
1351 Third Street Promenade, Suite 201
Santa Monica, CA 90401
jamison@downtownsm.com

TOTAL COST

This is a request for proposals and the exact final price will be negotiated with the selected design team. We ask each submission to include a rough budget estimate and/or budget range. The budget is set at \$400,000-\$450,000 for the range of projects, which includes both project and administrative costs. The costs and budget may grow with additional projects.

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://dtsmannualreport.com/> to view Downtown Santa Monica's most current Annual Report.