



**Union Square Plaza Stage Improvement Project
Request for Proposals
Design Firm**

Project Summary:

Union Square Plaza is located in the center of Downtown San Francisco, Union Square. Union Square Plaza has a rich history as venue for a variety of events and concerts, and in recent years has been known for hosting yearly cultural events such as Taiwanese Cultural Day, Tulip Day, Macy's Great tree, Ice Rink, a number of concerts and many more.

The Plaza has a built-in stage on its north side, facing Macy's. To support all the reoccurring and upcoming events at Union Square Plaza, the Alliance in partnership with the City of San Francisco, is looking to install a professional-level sound and lighting system onto the stage. This project will be similar to the sound and lighting upgrade provided a few years ago to the Bandshell at Golden Gate Park.

We expect several benefits to installing this sound system:

1. It will decrease the costs for the event producers as they will be able to utilize the on-site sound system.
2. This system will allow performers or bands to arrive, plug in and play and therefore increase the number of performances that take place at Union Square Plaza.
3. It will be easier to host press conferences
4. it will allow for music to play and cover the square on a daily basis

The Alliance is seeking through this Request for Proposals a qualified Design Firm which can successfully work with the City Departments, Sound Engineers, and Construction Company to design, manage and perform construction administration duties for this installation.

About the Union Square Alliance

The Union Square Alliance (visitunionsquaresf.com) founded in 1999, is the oldest business improvement district in San Francisco, serving 27 blocks around Union Square. The Union Square Alliance serves its members and creates a high-quality, complete neighborhood experience by managing and activating public spaces; supporting existing businesses and attracting new investments; and convening, partnering, and advocating for the district's future success.

Project Limitations and General Scope

The Alliance plans to execute a similar design to that of the Golden Gate Park Bandshell (see attached photo and sketches below). We are seeking someone with the appropriate knowledge and skillset to execute this project. This includes but is not limited to:

- Architecture
- Project Management
- Construction Contract Administration
- City Permitting

The total project budget ranges between \$350,000 - \$450,000, with the exception of sound system equipment which the Alliance will purchase separately.



The design firm is to retain a structural design consultant.

Construction activities related to this project will be subject to prevailing wage requirements.

The Alliance will provide support on permitting, outreach and interface with City Departments.

Design Firm scope of work

Proposals should respond to the following general scope of work.

- 1) Alliance working meetings: For purposes of budgeting, proposals should assume bi-weekly working check-ins with the Alliance.
- 2) Permitting: Working with Alliance through the process of obtaining required permits from the City agencies including potentially the Board of Supervisors, Recreation and Parks Department, and Planning Department. Please include a retainer to possibly attend 10 – 1hr meetings with City Departments during the permitting process.
- 3) Provide 75% Construction Drawing Set: Including architectural and structural drawings that will form the basis of the cost estimate and delivering 1-2 photo realistic renderings.
- 4) Provide 100% Construction Drawing set: For submittal to the Building Inspection Department
- 5) Construction Contract Administration

Anticipated Project Schedule

As shown on the below project schedule, construction would start early 2025 so as to not interrupt any major events during the holiday season.

July – August 2024	Release RFP for Design Firm		
	Present selected applicant to Alliance Streetscape Committee and Alliance Board of Directors		
	Sign contract with Design Firm		
September – November 2024	Complete 75% Construction drawings and photo realistic renderings of the project sufficient for obtaining required permits and creating a bid package.		
	Alliance to complete outreach		
	Alliance to obtain required permits with Design Firm support as necessary		
	Work with the Alliance to bid the project and create an executed contract(s) with a general contractor.		
	Document of proof of receipt of all permits and create an updated timeline for construction.		
November 2024	Alliance to purchase sound equipment		
January 2025	Start construction		
February 2025	Receive the sound equipment		
March 2025	Project Completion		



Proposal Contents

Proposals should include the following components. Please note that the Alliance is not looking for a design proposal as part of this selection process.

- 1) Design firm background, experience and at least one example of relevant projects completed. Please describe why the firm would be the right choice for this work.
- 2) The names and professional qualifications of key staff proposed to work on this project.
- 3) Proposed detailed scope of work and schedule, responsive to the general scope and schedule provided in this RFP.
- 4) Proposed detailed budget.

Selection Process

The deadline to submit any questions about this RFP is August 6, 2024, at 5:00 pm. Please send them to eva@unionsquarealliance.com.

Proposals are due by **5:00 pm on August 14, 2024**. Proposals should be submitted by email in pdf format to Eva Schouten at the Alliance: eva@unionsquarealliance.com.

The selection will be based on the following criteria:

- The firm's track record on similar public realm / streetscape projects
- The firm's understanding and appreciation of the project scope and objectives
- The responsiveness of the firm's proposed detailed scope of work to the scope outlined in this RFP
- The proposed project budget

The Alliance anticipates selecting and negotiating a contract with the selected Design Firm to begin work no later than September 1, 2024.

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Photo Reference



Figure 1 Golden Gate Bandshell reference photo of installation

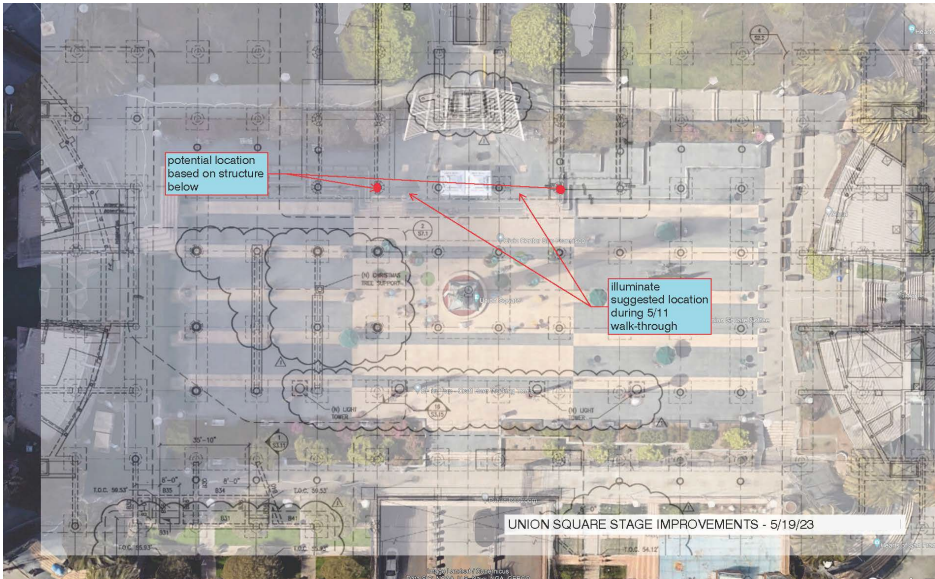


Figure 2 Preliminary plan view of approximate placement at Union Square Plaza

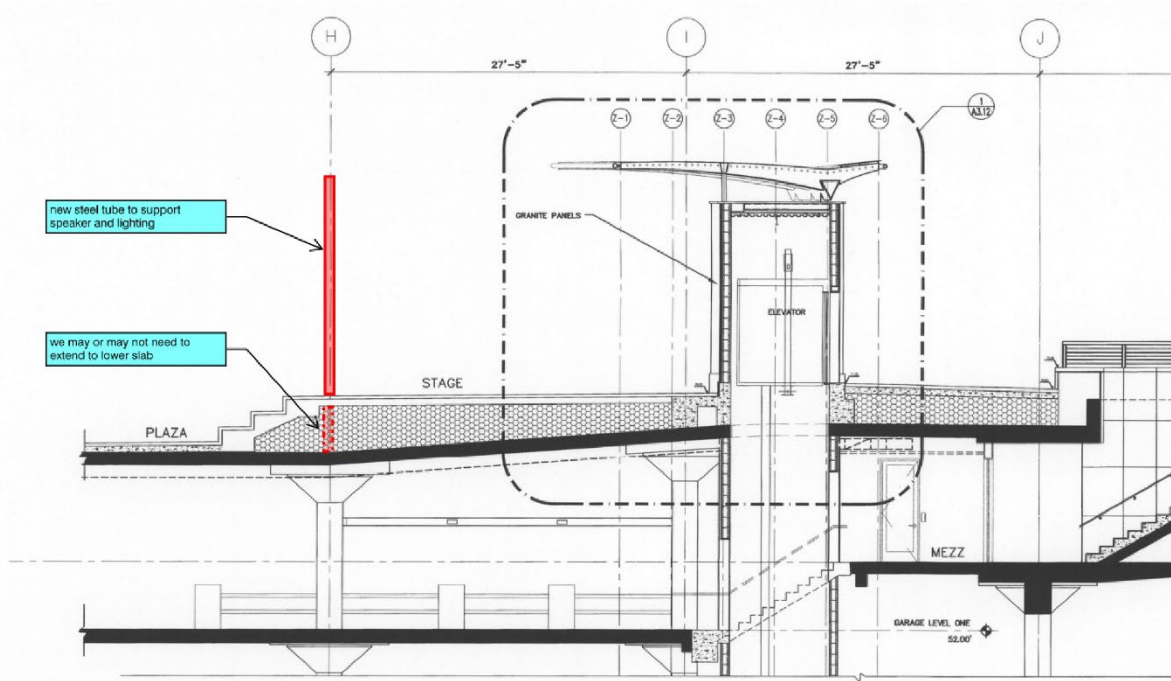


Figure 3 Preliminary Sketch of Installation at Union Square Plaza. Post will need to extend to lower slab.