



REQUEST FOR PROPOSALS

To Develop Downtown
Streetscape Design Guidelines
Grand Rapids, MI



PROJECT SUMMARY

Downtown Grand Rapids Inc. (DGRI) is seeking proposals to complete an update to the Streetscape Design Guidelines for Downtown Grand Rapids. The updated guidelines will help to define the design of the public realm in Downtown and will respond to the substantial growth seen in the City over the past decade. Further, the guidelines will be consistent with the goals and priorities established by the community through GR Forward, the Vital Streets Plan and Design Guidelines, and other recently completed and ongoing planning processes.

The selected consultant will work in partnership with DGRI, the City of Grand Rapids, and community representatives to complete the design guidelines by Spring 2018.



PROJECT BACKGROUND

Since 2006, Downtown has experienced over a billion dollars of investment, and experienced significant growth in the resident, employee, student and visitor populations. Currently there are more than 5,500 Downtown residents, with an additional thousand expected to be added by 2018. Further, daytime employee populations exceed 40,000, and events like ArtPrize, Laughfest and Movies in Park, along with destinations like Van Andel Arena, 20 Monroe Live, and the Convention Center, mean in excess of 1 million visitors walk Downtown streets each year. With that in mind, the goal of the updated guidelines is to ensure a cohesive, functional and vibrant streetscape that is universally welcoming and accessible, can be enjoyed by all users, and reflects the character of the amenities surrounding it.

DESIRED OUTCOMES

Through the updated guidelines, DGRI intends to reinforce the character and identity of key streets as outlined in GR Forward. The guidelines will help clarify material, furniture and lighting selection for Downtown streets, and will also lend clarity to the use of the public right of way from the curb to building face for interventions such as outdoor dining and planting areas. The final deliverable will be in the form of updated streetscape design guidelines that will help determine public and private investment within public rights of way Downtown.

CONSULTANT RESPONSIBILITIES

To successfully complete this project, it is anticipated there will need to be a thorough analysis to understand the existing streetscape and the policies and ordinances in place that contribute to its form and utilization. As part of this analysis, it will be important to ensure coordination among ongoing and recently completed plans, including but not limited to:

- > **GR Forward, 2015** -- Implement a 21st Century Mobility Strategy that prioritizes pedestrian safety, connectivity, and overall experience in Downtown Grand Rapids
- > **City of Grand Rapids Vital Streets Plan and Design Guidelines, 2016** -- Complete streets with green infrastructure (Vital Streets) that serve all people in our community, no matter what mode of transportation is used
- > **River Trail Design Guidelines (ongoing)** -- Restore the river as the draw and create a connected and equitable river corridor
- > **Downtown Streetscape Design Guidelines, 2006** -- Guided streetscape projects and recommendations for a vibrant downtown environment
- > **City of Grand Rapids Zoning Ordinance, 2017** -- Applicable streetscape requirements for private development projects

Following this, there will need to be meetings conducted with DGRI, the City and other key stakeholders to establish goals and review proposed recommendations. Teams that also include an innovative approach to engaging with the community will be graded most favorably.



PROJECT SCHEDULE

Below is a proposed project schedule. All dates are subject to change.

- › August 28, 2017: RFP issued
- › September 25, 2017: Proposals due to Downtown Grand Rapids Inc. by 12p.
- › October 2, 2017: Proposals Reviewed with Project Team
- › October 11, 2017: Recommend consultant contract to Downtown Development Authority Board (DDA)
- › November 2017: Project kick-off with Consultants and Project Team
- › December 2017–March 2018: Guideline Development and Engagement
- › April 30, 2018: Final Materials Delivered to DGRI

PROPOSAL REQUIREMENTS

Proposals submitted shall be limited to 8 pages (front and back allowed). The proposal should include the following information:

1. **Description of Approach** -- A summary of your firm's project understanding, intended approach and methods, and community engagement efforts.
2. **Project Experience** -- A description of your firm's experience in completing streetscape design guidelines and other similar projects within an urban setting.
3. **Team** -- A description of the team assigned to this project. Staff listed must be the same working on the project.
4. **Schedule** -- Overview of timeline and important project milestones to ensure project delivery on time.
5. **Project Costs** -- An outline of your professional fees for completing the work as described. Provide an estimate of projected hours and costs for each task.

A digital copy of the proposal is due by 12p on **Monday, September 25, 2017** and shall be emailed to swong@downtowngr.org. Hard copy proposals, while not required, shall be mailed to the address below.

Downtown Grand Rapids Inc.
Attn: Stephanie Wong
29 Pearl Street NW, Suite #1
Grand Rapids, MI 49503



REGISTRATION

All interested consultants are encouraged to send an email to DGRI Project Specialist Stephanie Wong (swong@downtowngr.org) registering their intent to respond to this RFP. All firms expressing interest will be added to an email distribution list and will be notified if additional information related to the RFP becomes available. Firms failing to register in this manner may not receive all information relevant to the preparation of their proposals.

QUESTION PERIOD

Any questions regarding the proposal may be submitted by email to DGRI Project Specialist, Stephanie Wong (swong@downtowngr.org). Questions must be submitted by Wednesday, September 20, 2017.

SELECTION STANDARD

Selection will be based on evaluation of the following criteria:

1. Qualifications in preparing design guidelines and their references (25%)
2. Effectiveness of proposed work plan and project understanding (20%)
3. Innovative engagement strategy (15%)
4. Professional fee (15%)
5. Strength of team (10%)
6. Clarity and responsiveness of proposal (10%)
7. International Downtown Association - IDA Membership (5%)