Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210

Thursday, June 14, 2018
3:00 PM

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Rodeo Bistro Seating

3) Adjournment

Byron Pope, City Clerk

Posted: June 12, 2018

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK’S OFFICE

In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager’s Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager’s Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.
Rodeo Drive Temporary Bistro Seating concept was implemented in August 2017 as part of the BOLD initiative during Ed Massey’s Portrait of Hope exhibit at City’s Iconic Beverly Hills Sign at Beverly Gardens Lily pond. The installation has proven to be very popular and heavily used by Beverly Hills Tourists, visitors as well as residents and business community. Due to popular demand, the City intends to convert these temporary seating areas into permanent installations.

On December 8, 2018 KSA Design presented concept designs to the Liaison committee, none of the options were in line with the vision for the future of Rodeo Bistro Seating project and staff were directed to go through a formal Request For Proposal (RFQ) process to solicit the best fit design team for the project.

A Request for Proposal was issued on January 8, 2018 with the primary project goals as follows:
- Encourage pedestrian safety & activity.
- Provide safety for seating and pedestrians from vehicular conflict
- Enhance pedestrian environment
- Foster neighborhood interaction
- Support local businesses
- Provide sustainable design
- Promote aesthetic improvements to the streetscape

Staff has reviewed all responses, and after careful review of submittals has evaluated and ranked submitted proposals in order in which they provide the best value and short listed three firms; Hood Design Studio Inc., Lorcan O’Herlihy Architects and Stantec Architecture, Inc. (Urban Collective).

Staff has arranged for the liaison to interview representatives from the selected firms. The selections of qualified Architectural firms were based on applicable experience, qualifications of proposed staff, design approach and creativity of concept sketches.

Staff felt that either for a variety of reasons other firms lacked relevant experience or their design concepts were not the best fit for this project, or both.

The liaisons are asked to review the three proposals from Hood Design Studio Inc., Lorcan O’Herlihy Architects and Stantec Architecture, Inc. (Urban Collective) to determine whether one of these firms would be able to be engaged to provide full design and construction documents for Rodeo Drive Bistro Seating project.
Attachment 1
REQUEST FOR QUALIFICATIONS

RODEO BISTRO SEATING
DESIGN SERVICES
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Introduction

Beverly Hills is one of the best place-brands in the world. With Rodeo Drive at the heart of its business district.

Rodeo Drive with its iconic stores, attract a large number of tourist daily, as well as offering an oasis to city residents & businesses. Providing people with an environment that makes them feel safe, comfortable and conveniently relate to the surroundings will enhance pedestrian life in our urban environment.

Project Background

Rodeo Drive’s temporary bistro seating concept was implemented in August 2017 as part of the City of Beverly Hill’s ‘Beverly Hills Open Later Days’ (B.O.L.D.) initiative put forward by mayor Bosse, during Ed Massey’s Portrait of Hope Exhibit. The seating installation has proven to be very popular and heavily used by Beverly Hills tourist visitors as well as residents and business community.

As requested by popular demand, the City intends to convert these temporary seatings into permanent installation. The City thus is soliciting Request for Qualifications (RFQ) for selection of a design firm to provide design services for City’s permanent bistro seating project.
Project Description

The bistro seating site on Rodeo Drive consist of 3 blocks stretching from Santa Monica Boulevard to Wilshire Boulevard. Currently there are 24 seating clusters consisting of K-Rails, temporary planter boxes, movable tables and chairs.

The permanent bistro seating design should feel open & welcoming to passersby, improve pedestrian safety while respecting automotive visibility to high & elaborate storefront designs, promote sensible seating opportunities while increasing community interaction and aid in support of local businesses.

There is a strong desire to use the existing movable tables & seating elements. Features of the project shall include but not be limited to public seating area, guardrails, bollards, parasols, new paving, signage, planting, lighting, integrated sound system and tech support. Proposed design features shall expertly accomplish safety for seating and pedestrians from vehicular conflicts.

The City is seeking design solutions that are creative, relay high-end design, easily constructible and economical in nature.

Comprehensive Goals

- Encourage pedestrian safety & activity.
- Provide safety for seating and pedestrians from vehicular conflict.
- Enhance pedestrian environment.
- Foster neighborhood interaction.
- Support local businesses.
- Provide sustainable design.
- Promote aesthetic improvements to the streetscape.
Tentative Project Schedule

MARCH 15, 2018  Award of Contract
APRIL 2, 2018    Notice to Proceed

Registration

All interested consultants are encouraged to send an email to City Architect, Mandana Motahari at mmotahri@beverlyhills.org registering their intent to respond to this RFQ.

All firms expressing interest will be added to an email distribution list and will be notified if additional information related to the RFQ becomes available.

Firms failing to register in this manner may not receive all information relevant to the preparation of their proposals.

Question Period

All questions regarding this RFQ must be provided in writing (either by US mail or via e-mail) to:

Mandana Motahari
City Architect
City of Beverly Hills
345 Foothill Road
Beverly Hills, CA 90210

mmotahri@beverlyhills.org

Questions must be submitted by: January 18, 2018
Submission of Qualifications

The deadline for submission of this RFQ is February 5, 2018. Respondents shall submit

- Three (3) bound copies of the qualifications
- One (1) unbound copy suitable for reproduction
- Format shall be 8½X11. Fold outs (if any) cannot exceed 11X17

Attention to:
RFQ shall be delivered in a single package and plainly labeled as follows:

ATTN:
City Architect
Mandana Motahari
RFQ for Design Services
Rodeo Bistro Seating

Deliver to:
The City of Beverly Hills will accept proposals on or before the date indicated above at the following location and address

Reception Desk
Department of Public Works
345 Foothill Road
Beverly Hills, CA 90210

Content and Format Requirements

The City asks that interested firms submit their qualifications package, which shall include:

Firm Organization and Background
- brief profile of the firm
- proposed project team

Experience
- Recent public agency projects of comparable scope
- References and contract person and telephone number
- Identify key staff members proposed for this project

Design
- Conceptual sketches and images of design approach

Cost
- Rough order of magnitude construction cost of a seating cluster

Fee Schedule
- Separate sealed envelope titled ‘Fee Schedule’ shall be submitted.
- Fee schedule will be opened after short listing top ranked firms.
Selection Progress

A staff selected panel will be evaluating and rank submitted proposals in the order in which they provide the best value based on the selection criteria. On the basis of the submittals received, the City may then select up to three (3) of the top ranked respondents for an interview.

Based on the qualification, references, interview and using the selection criteria listed here, the selection panel will make a recommendation to City Council identifying the most qualified firm(s). The City reserves the right to investigate and reply upon information from other available sources in addition to any documentation and information submitted by the firm responding to this RFQ.

City staff will meet with the successful firm and negotiate a contract. If good faith negotiations with selected firm are unsuccessful, the City will terminate such negotiation and undertake new negotiation with another finalist, or finalists, if any.

The authorization for contract award to the design firm for this project will be subject to the approval by Beverly Hills City Council. The City reserves the right to reject any or all proposals, at its sole discretion.

Selection Criteria

Selection of most qualified Architect will be based on submitted proposals, references and if conducted, interviews. Proposals will be evaluated against the criteria listed below:

- Applicable experience of the firm ........................................... 20%
- Qualifications of proposed staff ........................................... 20%
- Design approach to this project ........................................... 20%
- Concept Sketch(es) .......................................................... 40%

General

Acceptance of Evaluation Methodology
By submitting this proposal in response to this RFQ, respondent accepts the City’s Quality Based Selection criteria and evaluation process and acknowledges and accepts that determinations made as part of this process will require subjective judgements by the City.

No Reimbursements for Costs
Respondent acknowledges and accepts that any cost incurred from respondent’s participation in this RFQ process shall be at the sole risk and responsibility of the respondent. Respondent agrees that all submissions shall become the property of the City.

Waiver of Claims
Each respondent, in submitting this proposal, is deemed to have waived any claims for damages by reason of the selection of another proposal and/or the rejection of its proposal.
EXHIBITS
PROPOSAL FOR:
RODEO BISTRO SEATING
DESIGN SERVICES

February 9, 2018

SUBMITTED BY:
LORCAN O’HERLIHY ARCHITECTS [LOHA]
Dear Ms. Motahari and the Selection Team,

It is with great enthusiasm that I submit our team’s qualifications for the Rodeo Bistro Seating Design. We are excited about the possibility of collaborating with the City of Beverly Hills and the Department of Public Works in this iconic commercial district, to craft inspired design solutions that encourage pedestrian activity, foster interaction, and provide sustainable aesthetic improvements for the streetscape.

Lorcan O’Herlihy Architects [LOHA] has been actively engaged in Los Angeles since 1994, where we engaged the bustling sidewalks of Main Street in Santa Monica, with modest, yet experimental projects that shaped our future practice. Over 25 years later, our robust practice is focused on Urbanism, Housing, Culture and Community, featuring over 80 built works throughout Los Angeles’s diverse landscape. LOHA has embraced challenging existing conditions and utilized our time-honored principles to transform complex constraints into unique design opportunities.

Over the past decade, we have had the privilege of expanding our practice into the public realm, where our goal was to bring good design to the often-disregarded small urban infrastructural elements such as bus stops and billboard structures. In 2015, we worked with the city of Santa Monica on their Big Blue Bus Stop, and used a kit-of-parts design approach to create highly adaptable, cost effective and aesthetically vibrant accents to hundreds of corners throughout the city. In West Hollywood, we redefined their normally mundane billboard structures along the iconic Sunset Strip and transformed them into sleek urban accent points. Most recently, we have collaborated with the City of Detroit on developing a comprehensive neighborhood, landscape, and green storm water infrastructure strategy for the northwest region of the city, providing innovative, sustainable design solutions to a greatly underserved community. All told, we have embraced neighborhoods on a variety of socio-economic scales, and developed unique solutions tailored to each municipality to strengthen development and improve overall quality of life for residents.

We have assembled a uniquely qualified team of nationally recognized partners with a broad set of expertise. Buro Happold, who we have brought on board as our engineering consultants, bring with them a wealth of knowledge and experience to civic projects through an integrated engineering design approach combining the traditional disciplines of Structural, Energy, Lighting and Sustainability engineering with advanced modeling techniques such as people flow modeling and external thermal comfort modeling. Civil engineering firm Psomas, brings over 70 years of experience in creating innovative solutions that help build sustainable communities, to balance the natural and built environment. Finally, our cost estimating partner, The Capital Projects Group delivers comprehensive services across a spectrum of strategic management, and technical expertise.

If selected by the City of Beverly Hills for this exciting commission, we look forward to applying the lessons learned from our past experience, and applying a new context with a unique set of opportunities and challenges. The two-mile-long stretch of Beverly Hills’ Rodeo district offers three blocks of opportunity to further shape this iconic commercial and tourist attraction into a destination that will offer an inspired, safe, and active environment for visitors and residents alike. By improving connectivity, accessibility, signage, landscaping, and open space on the streetscape, we see unlimited potential for growth and social, cultural, and economic advancement.

With extensive experience in crafting distinct, award-winning projects nationally and internationally, and a deep understanding of cities and urban culture, I understand that developing a Bistro Seating plan for the City of Beverly Hills will afford us the opportunity to continue our exploration on a diverse set of urban issues and project typologies – and the rich social, environmental and cultural opportunities of this prosperous community.

Grounded in years of experience, LOHA confronts preconceptions with an understanding that, while working within parameters, creative improvisation can yield unexpected solutions and remarkable results. Moreover, we believe that creativity embraces more than aesthetics; we apply it equally when navigating budgets, schedules, existing spaces, and regulatory parameters, enabling us to balance ideals and pragmatics. Our open and elastic approach to even the most challenging project parameters yields unexpected and exceptional results. Our design strategies combine ingenuity and efficiency, creating exceptional solutions that are both innovative and enduring.

We welcome the opportunity to work with you on this exciting opportunity. Thank you for your consideration.

Lorcan O’Herlihy, FAIA
loh@loharchitects.com
310.980.2766

LORCAN O’HERLIHY ARCHITECTS [LOHA]
FIRM ORGANIZATION + BACKGROUND
ABOUT LOHA

Lorcan O’Herlihy Architects [LOHA] engages the ever-changing complexities of the urban landscape, embracing architecture’s role as a catalyst for change. With a conscious understanding that architecture operates within a layered context of political, developmental, environmental, and social structures, LOHA seeks to elevate the human condition via the built environment. With over two decades of work, projects by LOHA shape the urban environment, provide essential housing, and enrich society with spaces that support and facilitate culture and community.

Driven by ruthless optimism and creative pragmatism, we believe that bold, enlightened design elevates the soul and enriches communities. We craft distinctive, sustainable, elegantly-resolved designs that not only meet the needs of our clients, but also respond to broader civic and social ambitions.

Based out of our studios in Los Angeles and Detroit, LOHA has built over 90 projects across three continents. We deliver diverse work ranging from art galleries, bus shelters, and large-scale neighborhood plans, to large mixed-use developments and university residential complexes. Work by LOHA has been published in over 20 countries and recognized with over 100 awards.
AMPLIFIED URBANISM

In our commitment to consider architecture’s impacts the social condition, LOHA developed a distinct approach as a guiding philosophy and method for the firm: Amplified Urbanism. As a methodology, Amplified Urbanism seeks to reimagine the creative interaction between public and private spaces, emphasize social and civic connections, and work within existing ecological and infrastructural patterns to cultivate vibrant communities.
PROJECT APPROACH

SUNSET BLVD. BILLBOARDS
WEST HOLLYWOOD, CALIFORNIA
OUR DESIGN TENETS

Our work is developed around three main design tenants—Activated Edges, Strategic Voids, and Bold Materiality—that are founded on the belief that architecture should be a transformative action.

ACTIVATED EDGES
Activated Edges serve to dematerialize the boundaries of a building to create a fluid connection between the architecture and the community. Activated edges allow the surrounding community to permeate the site and provide opportunities for exchange between public and private zones.

STRATEGIC VOIDS
Strategic Voids carve out and enliven spaces within the massing of a structure or site. Embedding elements of the public sphere into otherwise private developments, strategic voids create opportunities for light, landscaping, and social interactions.

BOLD MATERIALITY
Bold Materiality renders a deliberate and adaptive manipulation of conventional concrete, wood, metal and glass, with unorthodox off-the-shelf components to produce a distinct and vibrant identity for site’s overall environment. The creative process is rooted in this method and melds artful intuition with meticulous craftsmanship.
OUR VALUES

With each project LOHA considers how the site, form, and material decisions can radiate far beyond a structure’s immediate boundaries to foster positive impacts, redefine broader communities, and transform the city.

RUTHLESS OPTIMISM

We believe transformative architecture is possible regardless of constraints. We approach our work with a tenacity rooted in experience to achieve highly effective, robust projects that exceed expectations. We pride ourselves in seeing opportunities in everything, of producing the extraordinary from the ordinary, and in creating something from nothing. Combining rigor with a ceaseless curiosity for new formal and material possibilities has allowed us to create award-winning spaces that serve as agents of change.

CREATIVE PRAGMATISM

Creativity embraces more than aesthetics; we apply it equally when navigating budgets, schedules, existing spaces, and regulatory parameters, enabling us to balance ideals and pragmatics. Our open and elastic approach to even the most challenging project parameters yields unexpected and exceptional results. Our design strategies combine ingenuity and efficiency, creating exceptional solutions that are both innovative and enduring.

SOCIAL ENGAGEMENT

Our designs are not autonomous entities. Each project engages its broader context and catalyzes a civic dialogue that transcends the project brief in pursuit of higher ideals. From the creation of unprecedented collective spaces to the thoughtful introduction of unique pathways, inviting bridges, or sensitively integrated benches, our work inspires a powerful and positive shared community experience.
OUR EXPERTISE

LOHA has developed an expertise in projects that engage Urbanism, Housing, Culture and Community.

URBANISM

Our design methodology, Amplified Urbanism, is informed by the desire to create fluid interactions between public and private spaces, emphasize social and civic connections, and harness existing infrastructural and ecological patterns to cultivate vibrant communities. This approach was developed over years of building, with each project informing our approach and philosophy. The urban context is considered as part of the architectural project, looking at how architecture engages with the broader context whether single family homes or city masterplans. LOHA is committed to developing projects that consider and enrich the city.

HOUSING

As cities around the world continue to grow in population and density, housing is increasingly an urgent issue. Our expertise in housing has been developed over years of practice across a range of scales from single family residences to large low-income developments. As with all our projects, housing extends beyond the interior space to engage with and respond to the surrounding community. Using the principles outlined in Amplified Urbanism, we seek a multi-faceted approach to develop housing projects that foster community within the built environment.

CULTURE & COMMUNITY

Culture and community are key elements to a vibrant city. We value architecture as a cultural act and a response to our contemporary society. With this belief, we consistently seek opportunities that also cultivate other cultural endeavors. In our projects for cultural institutions, we support the diverse needs through flexible spaces that allow for a broad range of activities. Our engagement with culture through thoughtful, considered architecture is developed with the mission to add cultural value in a community through buildings and the institutions they house.
For this project we have compiled an interdisciplinary team to give strength to the this unique programming opportunity that will encourage pedestrian activity, foster neighborhood interaction, which will support local businesses and provide sustainable design through an aesthetic streetscape experience.

Our team consists of renowned engineering firm Buro Happold, who brings experience in working with the City of Beverly Hills on a number of projects. Their approach is to look beyond engineering to see the bigger picture, combining a broad knowledge base that includes engineering and master planning for cities or entire regions. Psomas, our civil engineering firm, brings over 70 years of experience in creating innovative solutions that help build sustainable communities with specific expertise in land development, transportation, water, and energy. Lastly, Capital Projects Group, our cost estimating partner delivers comprehensive services across a spectrum of strategic management and technical expertise from budget development to programmatic, parametric, and systems-based cost modeling.

LOHA will lead the team through experience that is crucially important both to mirror and sustain the leadership of our clients. Given that we will be working together over a number of months, consistency of communication and approval channels are most important. For our collaboration, we have outlined an appropriate point of contact and approval structure, to be confirmed and aligned with your own at the commencement of the contract.
ORGANIZATIONAL CHART

CITY OF BEVERLY HILLS
CLIENT

LORCAN O’HERLIHY ARCHITECTS [LOHA]
ARCHITECT

PSOMAS
CIVIL ENGINEERING

BURRO HAPPOLD
STRUCTURES
MEP/UTILITIES
LIGHTING
SUSTAINABILITY/WASTE

THE CAPITAL PROJECTS GROUP
INTEGRATED COST MANAGEMENT

PROPOSED PROJECT TEAM
Lorcan O’Herlihy FAIA, founder and principal of LOHA, seeks opportunities to engage the ever-changing complexities of the urban landscape while embracing architecture as a catalyst of change.

Since LOHA’s inception in 1994, these urban and social concerns have been paired with an interest in artistry. Lorcan spent his formative years working in New York and Paris on the Grand Louvre Museum as a designer at I.M. Pei Partners. Lorcan has also worked as a painter, sculptor, and furniture maker. The methodologies of material exploration and formal inflection, derived from the looseness of abstract art, have played a significant role across all media and are a critical driver of his architecture.

Lorcan’s professional practice has run in parallel to his academic and intellectual pursuits since the inception of his office, enriching and heightening both. He has taught and lectured extensively over the last decade, including at the Architectural Association in London, Southern California Institute of Architecture [SCI-Arc], Cranbrook Academy of Art, Columbia University, Carnegie Mellon University, Pratt Institute, and the National Building Museum in Washington D.C. He is currently an Adjunct Professor at the University of Southern California.

In 2004 the Architectural League of New York selected Lorcan O’Herlihy as one of the eight “emerging voices” in the United States. In 2009, Lorcan was elevated to the prestigious College of Fellows of the American Institute of Architects, an honor awarded to members who have made significant contributions to the profession. Lorcan’s commitment to design excellence in commercial, educational and residential projects has earned over 85 national and local design awards, including the AIA Los Angeles Firm of the Year Award. Lorcan is a licensed architect in California and Michigan and is a GSA Design Excellence Program Peer.

EDUCATION
Architectural Association
Master of Arts in History and Critical Thinking
Cal Polytechnic University SLO
Bachelor of Architecture

TEACHING
Adjunct Professor, Jon Adams Jerde Chair in Architecture University of Southern California, 2010-Present
Cranbrook Academy of Art Lecturer, 2004
Architectural Association Unit Master, 1993-1995

ORGANIZATIONS & ACTIVITIES
Fellow of the American Institute of Architects
Santa Monica Museum of Art Board of Trustees
American Institute of Architects Los Angeles Board of Directors
LAXART Gallery, Board of Advisors
A Place Called Home [APCH] Youth Center, Non-profit design consultation and active member
Venice Community Housing Corporation, Non-profit design consultation and active member

PROFESSIONAL HISTORY
Principal
LOHA [Lorcan O’Herlihy Architects]
Associate
Steven Holl Architects, New York 1986-1988
Design Team
Design Team
In his role as Director at Lorcan O’Herlihy Architects (LOHA), Ian is responsible for heading a diverse variety of critical firm operations, including leading design teams, project and firm management, and carrying out research agendas. Since joining the firm in 2010, Ian has demonstrated his ability to lead project teams – delivering complex, award-winning projects on time and budget.

Living in Los Angeles since 2010, Ian has been an active member of the academic, arts, and design communities, having participated in a number of exhibitions and events. He has taught design studio at USC’s School of Architecture since 2011, has been an outside teaching mentor at Cal Poly SLO, and has served as invited critic for a number of additional academic institutions.

Ian graduated with honors from the Design School at Arizona State University with a Bachelors of Architecture, where his work was exhibited and awarded for Design Excellence. He was the recipient of the AIA Petcha Kucha Award and received the Thesis Prize, the school’s highest recognition for exceptional academic contribution.

**EDUCATION**

B. Arch, Arizona State University

**TEACHING**

Lecturer, University of Southern California, 2013-present

Guest Critic, Wash U St. Louis

Guest Critic, Cal Poly San Luis Obispo

Guest Critic, University of Arizona

Guest Critic, Woodbury University

Guest Critic, Arizona State University

**PROFESSIONAL HISTORY**

Director, Lorcan O’Herlihy Architects, Los Angeles, 2010-

Founding Member, Studio 1:1, Phoenix, 2008-2010

Designer, Mark Ryan Studio, Phoenix, 2009

**RELEVANT PROJECT EXPERIENCE**

Big Blue Bus Stops
Santa Monica, CA

Northwest Detroit Master Plan
Detroit, MI

Russell Woods/Nardin Park Master Plan
Detroit, MI

Our Skid Row
Los Angeles, CA

South Saunders Master Plan
Raleigh, NC

Mixers
Los Angeles, CA

SL11024
Los Angeles, CA

Industrial Live-Work Studios
Los Angeles, CA

SRHT CC + HQ
Los Angeles, CA

San Vicente
West Hollywood, CA

Baltimore Station
Detroit, MI

Market District
Los Angeles, CA
Since joining LOHA in 2011, Nick has played a key role in a number of prominent projects in the office. As a Director, he has brought his optimism and creative energy to projects including the Kinmen Passenger Service Center, the Sunset Strip Billboard Structures, and MLK Supportive Housing among numerous others. He is a licensed architect in California.

Nick holds a Master’s of Science in Advanced Architectural Design from Columbia University’s Graduate School of Architecture, Planning and Preservation and is a frequent visiting critic at various universities including USC, Woodbury, Cal State Long Beach, and Columbia GSAPP.

Prior to joining LOHA, the Oregon native was a designer and project manager on a number of award-winning projects with WorkAC in New York and Daly Genik and Patrick Tighe Architecture in Los Angeles.

**EDUCATION**

University of Southern California
Bachelor of Architecture

Columbia University GSAPP
Masters of Science in Advance Architectural Design

**TEACHING**

Woodbury School of Architecture
Visiting Critic

Columbia University GSAPP
Visiting Critic

University of Southern California
Visiting Critic

Cal State Long Beach School of Design and Industrial Arts
Visiting Critic

**PROFESSIONAL HISTORY**

Director, LOHA
[Lorcan O’Herlihy Architects]

Peter Gluck and Partners Architects, New York, 2011

Designer, WORKac, New York 2010 - 2011

Designer, Daly Genik Architects Los Angeles, 2007-2009


**RELEVANT PROJECT EXPERIENCE**

Sunset Billboards
West Hollywood, CA

Port of Kinmen Botanical Bridge
Kinmen, Taiwan

MLK Supportive Housing
Los Angeles, CA

Brush Park
Detroit, MI

Mariposa1038
Los Angeles, CA

Wesley Studios
Culver City, CA

Lincoln Heights Jail
Los Angeles, CA

African Bead Museum
Detroit, MI

MLK1101
Los Angeles, CA

UCSD Living & Learning Neighborhood
San Diego, CA

Westgate
Los Angeles, CA
NOELLE WHITE
ASSOCIATE

Noelle joined Lorcan O’Herlihy Architects in 2013, moving to Los Angeles after stints in Milwaukee, Pittsburgh, and New York City. Since joining the firm, Noelle has assumed leadership roles in the design development of projects and competitions including Brush Park, Canyon Drive, Bamian Cultural Centre, UCSD Living and Learning Neighborhood, Westgate Santa Monica, and the adaptive reuse of the Lincoln Heights Jail. As an Associate, Noelle contributes to the collaborative team spirit at LOHA, a positive attitude and an eye for effective diagramming and representation.

Prior to coming to LOHA, Noelle worked in the master planning and urban design studio at Perkins Eastman in New York City. She earned a Bachelor of Architecture from Carnegie Mellon University, graduating with high honors. Noelle spent the last two years of her academic career in the Urban Design Build Studio (UDBS) at Carnegie Mellon University, collaborating with community groups and manufacturers to design and realize built projects for Pittsburgh neighborhoods.

As an upperclassman Noelle was awarded the Lewis J. Altenhof Memorial Scholarship for design excellence. In 2016 she was awarded second place in the John Stewardson Competition in Architecture.

EDUCATION
Carnegie Mellon University
Bachelor of Architecture

AWARDS
2nd Place, John Stewardson Competition in Architecture 2016
Lewis J. Altenhof Memorial Scholarship for design excellence, 2012

PROFESSIONAL HISTORY
Associate, LOHA 2013 - 2017
Intern Architect, Perkins Eastman, New York City, 2012
Student Designer, Urban Design Build Studio at Carnegie Mellon University, Pittsburgh, 2011 - 2013

RELEVANT PROJECT EXPERIENCE
Robertson Landing
Los Angeles, CA
Lincoln Heights Jail Adaptive Reuse
Los Angeles, CA
Canyon Dr.
Los Angeles, CA
Brush Park
Detroit, MI
Baltimore Station
Detroit, MI
UCSD Living and Learning Neighborhood
San Diego, CA
UCSB San Joaquin Student Housing
Santa Barbara, CA
Westgate Santa Monica
Los Angeles, CA
Urban Hybrid 1
Los Angeles, CA
Since joining LOHA in 2015, Ghazal has been playing a substantial role as a designer and project manager for the 3434 Wesley and 1136 La Cienega projects.

Prior to joining LOHA, she worked on international projects as an associate and designer with award winning architecture firms including Coop Himmelb(l)au and Hodgetts + Fung. Her contributions to the firms span a variety of project types including educational, and residential projects to museums, airports and sports facilities. She sees architecture as a way to strengthen communities, giving character to neighborhoods and expressing an organization’s culture while establishing new cultures.

She holds Architectural Design and Architectural Engineering bachelors from Oklahoma State University and has served as a guest Juror at Angewandte, University of Innsbruck, Tehran University and University of Southern California. In 2013 she lead a team of SCI-Arc students to execute a large-scale, multimedia installation for Coop Himmelb(l)au in the SCI-Arc Gallery.

**EDUCATION**

Bachelor of Architectural Design
Oklahoma State University School of Architecture, spring 2009

Bachelor of Architectural Engineering
Oklahoma State University School of Architecture, summer 2009

**AWARDS**

President’s Honor Roll - 2004
Study Abroad Scholarship - 2007
Dean’s Honor Roll - 2007
Pelai Prize nominee - 2008
Alpha Rho Chi Medal - 2009
Caudill fellowship finalist - 2009

**PROFESSIONAL HISTORY**

Project Manager, LOHA
2015- present

Associate, Coop Himmelb(l)au
2010-2015

Junior Architect ,Hodgetts + Fung 2009-2010

Intern Architect, Michael Maltzan Architecture 2009

* Project experience while with a previous employer.
SUNSET BLVD. BILLBOARDS
WEST HOLLYWOOD, CALIFORNIA
BuroHappold Engineering delivers meaningful design solutions that innovate and challenge. With a global network of 23 offices, including five in the United States – Boston, Chicago, Los Angeles, New York, San Francisco – our work spans across all sectors, with clients including more than 90% of the world’s leading architectural practices.

Critical to our success and significant in our differentiation is our multidisciplinary, technically integrated engineering design approach. BuroHappold’s core offering of structural and MEP services, complemented by our suite of specialist services and strategic urban realm expertise, enables us to push boundaries and achieve more. It is this commitment that sets us apart, that adds value, that makes us award winning.

At BuroHappold we look beyond engineering to see the bigger picture, combining all of our knowledge – whether that means engineering a building or master planning a city or an entire region – to offer truly holistic design and consultancy services for every element of our work.

At BuroHappold our projects demonstrate our leadership in defining the future of the built environment and city landscape. Through inventiveness and vision, we helped turn the High Line, a once abandoned stretch of elevated railroad, into one of the most recognizable and visited landmarks in New York City. We engineered The Tower at PNC Plaza in Pittsburgh, the greenest office tower in the world that exceeds LEED Platinum and has now set the tone for the future of ultra sustainable and performance-driven commercial buildings.

Continuing to push boundaries, we are currently engineering the Academy Museum of Motion Pictures in Los Angeles, which features a massive concrete dome that sits atop only two columns in an earthquake-prone city. Our ability to approach these challenges with a creative and fresh perspective is what enables us to deliver some of the world’s most iconic, value-led buildings and city solutions.

Our role, as engineers, is to listen, understand, and advise. We think imaginatively and inventively about building structures, and we make the design experience enjoyable. This is how, for the past four decades, we have helped deliver leaner, greener and more cost effective environments that benefit all society.
David Herd is a Partner at BuroHappold Engineering with experience in sustainable, integrated building design and master planning. His philosophy is that successful design is achieved through influencing the architectural language, form, function and fabric of a building, master plan or landscape to minimize the environmental impact of energy, water, material, and waste. Over a 25 year career, David’s willingness to involve himself and collaborate during each project phase from conceptual design to construction has continually aided his teams in achieving the highest levels of sustainability through consistently innovative solutions tailored to each project’s unique challenges.

Julian Parsley is a mechanical engineer on the Los Angeles MEP engineering team with expertise in delivering sustainable, low energy and water design solutions on a wide range of LEED accredited projects. Julian has a strong technical background and his involvement on building projects enables the team to attain higher levels of sustainability through innovative design solutions. He is particularly interested in post occupancy evaluation; learning valuable lessons that inform future design.

Julian is a visiting lecturer at the Calpoly School of Architecture and has lectured at SCI-Arc, Cooper Union and Maryland University on low energy passive and active design strategies. He was recently on an expert panel for the Los Angeles Living Building Challenge Collaborative speaking about the challenging strategies of wastewater, greywater, and stormwater reuse to move towards water sustainability.
Shereen Yacoub is an associate on BuroHappold’s MEP engineering team in Los Angeles. Shereen has a diverse professional background with extensive experience and knowledge in design and implementation of lighting, power distribution, fire alarm, and low voltage systems. She has served as design engineer for more than 15 years working in specifications, drawings, and construction administration for power distribution, communication systems, routing to fiber optics and power system distribution. Significant career accomplishments include effectively devising and completing numerous modernization projects for schools within Los Angeles Unified School District, including development of new and efficient communication, security, fire alarm and power distribution systems.

**EDUCATION**

BEng (Hons) Electrical and Electronic Engineering  
University of Plymouth

**SPECIALISM**

Sustainability and High Performance Building Design

**ACCREDITATION & AFFILIATIONS**

Professional Engineer: California  
LEED Accredited Professional  
CIW Associate and Professional  
BuroHappold  
2014 – present

**RELEVANT PROJECT EXPERIENCE**

Viceroy L’Ermitage  
Beverly Hills, CA

Getty Comfort Station  
Los Angeles, CA

Natural History Museum of Los Angeles County  
Los Angeles, CA

Los Angeles County Museum of Art, Building for the Permanent Collection  
Los Angeles, CA

Museum of Contemporary Art  
Los Angeles, CA

Academy Museum of Motion Pictures  
Los Angeles, CA

Santa Monica City Hall Renovation  
Santa Monica, CA

Santa Monica City Services Building  
Santa Monica, CA
Heidi Creighton is an Associate at BuroHappold Engineering and is a registered architect and a LEED AP with BD+C and O+M specialties. Her work focuses on sustainability and wellness strategies and certifications for academic, healthcare, commercial, and residential projects. She provides sustainability consulting services at the building and master plan scales, as well as 3rd party certification management (LEED, Living Building Challenge, and WELL), post occupancy evaluation, and health and wellness focused design. Heidi is a passionate advocate for a restorative built environment, delivering socially, economically and environmentally sustainable developments.

Heidi has led multiple initiatives within BuroHappold dealing with internal sustainability, wellness and diversity. The LA office received LEED-CI Platinum certification and Los Angeles Green Business certification. In 2014, Heidi led an internal happiness workshop for the LA office that resulted in a number of improvements including better lighting design, solutions to heating and cooling problems and a weekly office yoga program. In support of a firm-wide diversity initiative, Heidi proposed that BuroHappold North America pursue the JUST Label. BHNA is registered and currently developing the policy, diversity and pay-scale data needed for reporting to this transparent database. This project underlines BuroHappold’s commitment to and engagement with our employees, today and in the future. She has also been instrumental in the development of a Diversity Forum at BuroHappold intended to promote understanding and appreciation of diversity within the office.

Heidi has been active in the green building industry for more than 13 years and has served on the USGBC-LA Board of Directors since early 2013. She is an Officer of USGBC-LA in the position of Secretary.
Monica Cowan is a Senior Engineer on the MEP engineering team in the Los Angeles office. Her role focuses on sustainable practices and human comfort for overall energy efficiency, including HVAC system design, daylight analysis, and thermal modeling for LEED certification. Monica also performs daylight analyses to determine the amount of natural sunlight a space can harness for lighting instead of using electric lighting.

**EDUCATION**
- Master of Science, University of California, Los Angeles
- Bachelor of Science, Yale University

**SPECIALISM**
- MEP Engineering

**ACCREDITATION & AFFILIATIONS**
- Professional Engineer (PE): California; LEED Accredited Professional

**RELEVANT PROJECT EXPERIENCE**
- Viceroy L’Ermitage
  Beverly Hills, CA
- Los Angeles County Museum of Art, Building for the Permanent Collection
  Los Angeles, CA
- Studio City Recreation Center
  Los Angeles, CA
- Santa Monica City Services Building
  Santa Monica, CA
- Academy Museum of Motion Pictures
  Los Angeles, CA
- Prince Jonah Kuhio Kalanianaole, US Courthouse and Federal Building
  Honolulu, HI
- Perot Museum of Nature and Science
  Dallas, TX
- Green Planet Dubai
  Dubai, UAE
Patti Harburg-Petrich is an associate principal on BuroHappold Engineering’s Los Angeles structures team. As a project manager for the past ten years, Patti has experience designing structural solutions for many building types, including commercial, hospitality, healthcare, educational, sports, and industrial. She has a particular interest in historic renovation and retrofit projects and sustainable design and a passion for community-centric work. Patti is a licensed structural engineer in California, LEED Accredited Professional, Building Design + Construction, and certified Disaster Service Worker for the State of California Safety Assessment Program. She is highly involved in the local community with groups such as ACE Mentor Program, Structural Engineering Institute, Westside Urban Forum, and USGBC-LA.

**EDUCATION**

Master of Structural Engineering, Washington University in St. Louis

Bachelor of Science, Civil Engineering [Emphasis in Structures], Washington University in St. Louis

**SPECIALISM**

Structural Engineering

**ACCREDITATION & AFFILIATIONS**

Licensed Structural Engineer: CA (#55814); Licensed Professional Engineer: CA (#C72873)

LEED Accredited Professional Building Design + Construction

Certified Disaster Service Worker, State of California Safety Assessment Program (#68123)

**RELEVANT PROJECT EXPERIENCE**

MOCA LA Canopy
Los Angeles, CA

Museum of Contemporary Art
Los Angeles, CA

Academy Museum of Motion Pictures
Los Angeles, CA

Rancho Cienega Sports Complex
Los Angeles, CA

Indoor Playground at Ft. Lauderdale Airport
Ft. Lauderdale, FL

Mount Wilson Observatory Water Tank
Los Angeles, CA

FedEx Sorting Facility
Los Angeles, CA
Seth Ely contributes sixteen years of experience in electric lighting and daylighting design. To achieve design lead solutions, maximize project value and identify practical solutions Seth uses a collaborative and analytic process. As a student of art and art history, Seth became passionate about how light creates a meaningful connection of people and architecture. Current projects include large-scale cultural, educational, healthcare and public art. Seth is currently providing lighting design services for projects such as the Academy Museum of Motion Pictures and the Net Zero Energy, Living Building Challenge, City of Santa Monica City Services Building. Several recently completed projects have received LEED Platinum Certification.

**EDUCATION**
- Master of Fine Arts, University of Pennsylvania Graduate School of Design
- Bachelor of Fine Arts, Painting, University of Washington School of Art
- Bachelor of Arts, History, University of Puget Sound

**SPECIALISM**
- Lighting Design

**RELEVANT PROJECT EXPERIENCE**
- Berggruen Institute
  - Los Angeles, CA
- Academy Museum of Motion Pictures
  - Los Angeles, CA
- Santa Monica City Hall Renovation
  - Santa Monica, CA
- Santa Monica City Services Building
  - Santa Monica, CA
- Expo 2020 Sustainability Pavilion
  - Dubai, UAE
- Beverly Hills City Hall*
  - Beverly Hills, CA
- Exposition Transit Corridor Project Phase 2*
  - Los Angeles, CA
- Trancas Market, Community Review*
  - Malibu, CA
- This Way - Brooklyn Bridge Underpass*
  - Brooklyn, NY
- Astor Place and Cooper Square Streetscape*
  - New York, NY
- Far Rockaway Park*
  - Arverne, NY
- Richmond Hill Bridge and Mill River Park*
  - Stamford, CT
- Figueroa Corridor*
  - Los Angeles, CA

*experience prior to joining BuroHappold
Shrikant leads SMART Space – BuroHappold Engineering’s specialist service helping architects, planners, regulators, operators and security advisors to predict the interaction of people with the spatial layouts and processes, with a view to optimizing the design and operations of buildings and urban spaces. He is a leading consultant on people movement and has led and executed several major crowd flow consultancy projects, in sectors ranging from master planning to detailed design of hospitals, airports and major transport hubs. Dedicated to putting people at the heart of building and master plan design, Shrikant is also multi-discipline in thinking and has a particular focus on embracing sophisticated modelling tools and emerging technologies for rapid modelling and early stage optioneering.

Shrikant’s experience covers several high profile projects including Makkah Pedestrian Corridor Masterplan, London 2012 Olympics Media Hub, London City Airport, Cairo Expo City, SM Retail Mall China, Haramain Makkah-Medina High Speed Rail Terminals, Ascot Racecourse, and Lords Cricket Ground Master Plan. Shrikant is actively engaged in the advancements in process and flow simulation through rigorous ongoing research and development, and has developed innovative software tools such as SMART Move – a real time simulation tool to model complex scenarios of people movement, and SMART Counter – for automated collection and analysis of crowd.
James has thirteen years of worldwide waste management experience. As Global Sector Lead for BuroHappold Engineering, he leads a small but focussed waste team who specialize in solving waste problems in buildings and Masterplans. With experience in designing varying forms of waste strategies and operational waste plans he works with designers to accommodate the different methods available for storing, collecting and processing, waste materials at all stages of a project. He specializes in building waste logistics and flow planning in buildings and developments and is currently working on new solutions to integrate circular economy based solutions into the built environment.
LACMA: BUILDING FOR THE PERMANENT COLLECTION
SANTA MONICA, CALIFORNIA
Dedicated to balancing the natural and built environment, Psomas provides sustainably engineered solutions to public and private sector clients. As a full-service consulting firm, we help our clients create value and deliver complex projects. Markets served include transportation, water, site development, and energy with the following services offered:

- Civil engineering
- Land surveying including use of 3D laser scanning and drones
- Site development engineering
- Transportation and traffic engineering
- Structural engineering
- Water and wastewater engineering
- Environmental planning and resource management
- Land planning and urban design
- Land use entitlements
- Construction management
- GIS consulting
- Special district financing

Sustainable practices are incorporated into all of our services. From designing Institute for Sustainable Infrastructure (ISI) certified projects such as removing pollutants from urban stormwater runoff to site design for LEED-certified projects, Psomas is in the forefront of the sustainable design movement.

We currently have over 125 staff who are ENV SPs (Envision Sustainability Professionals through ISI) and/or LEED APs.

The cornerstone of our business approach is to focus on our clients’ long-term needs and then guide our strategic growth to meet those needs. Our core strength is our multi-disciplined teams of experts—top-notch staff who produce award-winning projects for our clients through innovation, creativity, and cutting-edge technical expertise.

Founded in 1946, Psomas provides services from offices throughout California, Arizona, and Utah.
RYAN J. LYNCH
PE, LEED AP, ENV SP. PROJECT MANAGER

Ryan Lynch has 14 years of civil engineering experience focused on client and project management, and communication.

He has successfully managed projects that involve complex grading, drainage, and utilities solutions for campus projects including colleges, universities, studios, and theme parks.

Ryan is a strong, tactful, straight-forward communicator with a dedication to his client’s best interests.

REGISTRATION
2007/CA/Professional Engineer/
Civil/#7144

EDUCATION
2003/BS/Civil Engineering/
University of Southern California

CERTIFICATIONS
Envision Sustainability Professional/Institute for Sustainable Infrastructure
LEED Accredited Professional/ U.S.
Green Building Council

RELEVANT PROJECT EXPERIENCE
Beverly Gardens Park, Beverly Hills, CA
City of Beverly Hills, North Santa Monica Boulevard (NSMB) Reconstruction,
Beverly Hills, CA
Parcel B Mixed Use Development, Culver City, CA
South Park Pico Station Enhancements (Walkability), Los Angeles, CA

EXPERIENCE
14+ years
The Capital Projects Group is a comprehensive capital projects consulting practice that provides client-oriented consulting solutions across a broad spectrum of strategic, management, and technical capabilities. This includes strategic capital projects consulting, project delivery advisory, P3 advisory; cost, value, and risk management, and sustainable design support including LCCA, and TCO services. Consisting of leaders in their respective sectors and specialties, the firm’s Principals and Senior Consultants have consulting experience on over 1,000 institutional projects totalling over $2B of put in place construction estimated annually.

The Capital Projects Group develops consulting solutions that address many of the challenges that arise during the project life cycle. Drawing from a comprehensive set of strategic, management, and technical capabilities coupled with deep construction knowledge and experience, our team collaborates with owners and design teams to develop advanced consulting solutions that address current challenges while anticipating and preparing for future needs.

At the core of our approach is our belief that strategic thinking underpinned by rigorous analysis should be the starting point for all capital project investment decisions. This begins with the development of a Project Development Brief™ which may include a facilities benchmark study, a point of departure program and elemental cost model, an outline design and construction schedule, and strategic recommendations related to project specific issues such as delivery strategy, risk mitigation, and value creation. Throughout the early stages of design, we study project risks, challenges, and opportunities and through an evidence-based approach, inform decision making in order to optimize capital project investment outcomes. At later stages of design we may be called upon to provide more focused analyses of options within a given design intent or system selection. At all stages of design, project cost models are developed to be an accurate representation of the design intent within the context of the anticipated market conditions at the time of bid.

FIRM PROFILE

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CHRIS STERPARN
B.SC. ENG, MBA, LEED AP
PRINCIPAL-IN-CHARGE

Chris Sterparn is the Founder and Managing Principal of The Capital Projects Group, a comprehensive capital projects consulting practice that provides client-oriented solutions across a broad spectrum of strategic, management, and technical capabilities.

Chris leads The Capital Projects Group, leveraging his extensive experience providing strategic facilities consulting solutions to institutional, public sector, and commercial clients.

Chris has broad and deep experience with many building types including public realm project, site physical master plans, public projects, cultural facilities, mixed use and residential development projects, commercial office developments, and community centers.

Chris has provided strategic capital projects consulting solutions through the entire building life cycle, with an emphasis on capital strategy, evidence-based decision-making support; capital planning; budget development; programmatic, parametric, and systems-based cost modeling; value engineering and value management; bid evaluation and analysis, life cycle cost analysis (NPV and IRR analysis); and Total Cost of Ownership Evaluation, on projects ranging in size from under $1 Million to over $1 Billion.

EDUCATION
MBA, Marshall School of Business, University of Southern California, Los Angeles, California
Bachelor of Science in Civil Engineering, Queen’s University, Kingston, Canada

ASSOCIATIONS
Association for the Advancement of Cost Engineering (AACE)
AIA Los Angeles, Allied Affiliate Member (AIA)
Construction Management Association of America (CMAA)
Rebuilding Together for Greater Los Angeles, Past President

PROFESSIONAL CERTIFICATION
LEED Accredited Professional

EXPERIENCE
20 years

RELEVANT PROJECT EXPERIENCE
Master Plan / Public Realm
Bushnell Gardens Park and Streetscape Redevelopment – City of Hartford
Campus Sustainability Master Plan – University of California, San Diego
Ormond Beach Master Plan – California State Coastal Conservancy
Central Landscape Plan – Washington University in St. Louis
Public Realm and Physical Master Plan – University of California, Riverside
East Campus Master Plan – University of California, Riverside
Mobility Hub Streetscape & Campus Neighborhood Improvements – University of California, Riverside
Physical Master Plan – California State Polytechnic University, Pomona
Public / Civic
EMJ Event Center – City of Los Angeles
Chet Holifield Office Building Retrofit Study – General Services Administration
Alta Sea – Interim Use Study (Port of Los Angeles)
Ballona Urban Ecology Center – Annenberg Foundation
BIG BLUE BUS STOPS
SANTA MONICA, CALIFORNIA

EXPERIENCE
SELECT PROJECTS

BIG BLUE BUS STOPS [LOHA]

SUNSET BILLBOARD 8535 [LOHA]

NORTHWEST DETROIT NEIGHBORHOOD PLAN [LOHA]

CULVER CITY SEATING PLAN [LOHA]

SANTA MONICA TONGVA PARK [BURO HAPOLD]

SMART SPACE – CIRCULATION MODELING [BURO HAPOLD]

LA SUSTAINABILITY PLAN [BURO HAPOLD]

VICEROY L’ERMITAGE [BURO HAPOLD]

LOUIS VUITTON [BURO HAPOLD]
The City of Santa Monica engaged Lorcan O’Herlihy Architects [LOHA] to revamp the Big Blue Bus system’s stops, in order to provide a consistent visual identity that would enhance the streetscape and connect with both local residents and international visitors. LOHA, teaming with Bruce Mau Design, reinterpreted the conventional bus stop to create a new, engaging vocabulary for public transportation. Integrating research on Southern California climate and public transportation statistics, LOHA analyzed the varying conditions of the 300 existing stops, in terms of each site’s scale, rider volume, proximity to significant underground utilities, and adjacent business sight lines.

By distilling the standard bus shelter motif to its most fundamental elements, LOHA designed a highly flexible, modular system of components, which allowed for precise, tailored configurations that easily adapted to each bus stop. The project’s staged roll-out and kit-of-parts approach allows for ongoing adjustments and future customizations to each site.

The universal application of a striking blue color palette, incorporated into all of the concept’s built elements and bold graphics, created a system of iconic markers, which aesthetically elevate the urban fabric and improve evolving perceptions of public transportation in the Los Angeles metropolitan region.

LOHA’s synthesis of design and technology resulted in a model for sustainable urban development. Recycled and locally sourced materials were used throughout the project; the shade canopy, pole, and seats are made of 100% recycled steel.
The illuminated circular canopies are embedded with small solar panels, supplying power to the LED high-efficiency light fixtures. GPS-based technologies provide real-time schedule information at select high-volume stops and soon, through a smart-phone app.

The successful Big Blue Bus Stop redevelopment project is part of LOHA’s body of work that reconsiders elements of public infrastructure to create innovative strategies for redefining and enhancing the built environment through enlightened architecture and urban design.
LOHA was commissioned by the City of West Hollywood and ACE Outdoor Advertising to reconsider the billboard structure for a prominent location along Los Angeles’ Sunset Strip. A trailblazing public-private collaborative effort between the City, advertising stakeholders, and LOHA yielded this new structure which paves the way for future interpretations on the themes of advertising and visual culture historically associated with this stretch of road.

Replacing an existing billboard, the brief required a post supporting two signs angled to produce optimal sight lines for drivers moving either east or west along Sunset Boulevard or those approaching from the south. The organic wishbone form was generated within locational constraints to realize necessary functions, while refusing a precedent for rigid form and perpendicular angles.

LOCATION
West Hollywood, California

CLIENT
ACE Outdoor | City of West Hollywood

CONTACT:
Antonio Castillo, Associate Planner
323.848.6854

PROJECT VALUE
Confidential

COMPLETION DATE
2014
The convention of tubular design became a departure point; 90% of the structure’s form comprises straight tubular runs. Structural and fabrication complexities were tackled to achieve the sinuous bends and internally-reinforced switchbacks that ultimately ease into two horizontal cantilevers bearing one sign each.

The new billboard is a refreshing sight along the cluttered artery of the Sunset Strip. It soars cleanly over storefronts and appears to project itself into the airspace above the sidewalk.

After the success of the first billboard, LOHA was commissioned for an additional set of billboards, also along the Sunset Strip in West Hollywood. These billboards, one recently erected and another in development are part of LOHA’s commitment to exploring how strategic design interventions can improve the urban experience on a large scale.
EXPERIENCE

LOCATION
Detroit, MI

CLIENT
City of Detroit

CONTACT
Dave Walker, Design Director
313.224.1593

PROGRAM
Revitalization plan; public space and streetscape, storm water infrastructure, cultural preservation, and land use strategies.

COLLABORATORS
Design Workshop, VENTRA Group, The Mannik & Smith Group

LOHA’s Northwest Detroit Neighborhood Study encompasses a revitalization plan for a 7-square-mile area along the Rouge River in NW Detroit, and includes implementation strategies relative to public open space and streetscape, green storm water infrastructure, cultural preservation, economic revitalization, and land use strategies.

LOHA’s experience working with civic leaders, city planners, and community advocates throughout Detroit, resulted in a collaboration with an interdisciplinary team on the NW Detroit Neighborhood Design Plan including Design Workshop. The goal of the collective study, was to devise urban design strategies that would direct the efficient, results-driven implementation of key projects in areas that have received very little economic development over the past several decades. The result is contextually driven solutions that are focused on the growth of the neighborhoods, specifically retention of existing families and residents combined with attracting new growth. The selected study sites are all along the key artery of Grand River Avenue are all burgeoning cultural nodes, equipped with existing buildings and vacant land that have the potential for positive impact. In each of the three key sites that were selected, artists were responsible for starting the renewal process by activating the area through their artistic optimism. The study focuses on how solutions can be implemented on existing underutilized parcels, in order to activate the neighborhood within a 20-minute walkable radius though program, mobility, and adjacencies.
To strengthen the vibrancy of this collection of historic neighborhoods, the team is generating architectural and cultural guidelines for the adaptive reuse of important historic structures and identifying potential areas for economic, civic, and residential development. These guidelines will inform future City projects and private developments, bringing new energy and a sustainable path for long-term growth in Northwest Detroit.

The revitalization strategies being developed aim to strengthen economic development along the local retail corridors, support a diversity of housing options, elevate neighborhood vibrancy, address stormwater and flooding issues that have hampered infrastructure and access to the Grand River, and improve overall quality of life for residents.
CULVER CITY STREETSCAPE
CULVER CITY, CALIFORNIA

LOCATION
Culver City, CA

CLIENT
City of Culver City

SIZE
Multiple locations

PROJECT VALUE
Available upon request

COMPLETED
2012-present

PROGRAM
Prototypical design standards and programming for Culver City Streetscape program

LOHA was awarded a contract to develop streetscape standards and a prototypical design to be distributed across multiple sites.

The pilot program included transforming a stretch of Sepulveda Blvd. in Culver City. This framework of parkway, seating, shade elements, pedestrian safety elements, stormwater management planters and landscape configuration is now being implemented citywide.
The seven acre Tongva Park and Ken Genser Square development creates a pivotal link between the Santa Monica Civic Center, City Hall and the Santa Monica Pier. It forms part of a larger redevelopment of the area near the planned terminus for the new Expo Line Station. BuroHappold Engineering was selected as the project’s engineer of record due to our previous outstanding work on the much celebrated High Line in New York. Our ability to provide integrated services, including structural and MEP engineering and sustainability consulting, meant we were able to consider nearly every aspect of the project when formulating designs that would realize its full potential.

This included making sure the dramatic new topography would provide enough room and water for trees to thrive, creating the elegant yet robust overlook structures, incorporating restrooms to tuck discreetly into the undulating landscape, devising appropriate lighting, and deciding on complimentary street furniture.

We also designed a spectrum of structural components throughout both the park and square, ranging from retaining walls and a pedestrian footbridge, to benches, water features and rock walls. Our engineers were involved very early on in the pre-design phase. We organized public outreach initiatives and four open meetings in order to understand the community’s needs, coordinated the approvals process and made several presentations to the Architectural Review Board. By creating such an open process of discussion and consultation, we were able to deliver a new park that fully met the expectations of all stakeholders.
EXPERIENCE

Urban planners often ponder over the ways in which people will move through their designs, interact with the environment, with each other and the spaces provided. What if you could guarantee efficient layouts, intuitive wayfinding and effective operational management? At BuroHappold our Smart Space team optimizes the design of urban spaces and masterplans to enhance the visitor’s experience. We can forecast movement and activity patterns relative to their use. Our pedestrian flow modeling informs design and management in order to optimize the use of urban spaces and enhance user experience. Designs can be extensively tested to minimize the risk of undesirable and unsafe congestion.

Increase footfall, improve safety – With a holistic look at pedestrian and vehicular ‘desire’ lines, we can encourage footfall with the placement and design of retail areas in new developments. Modeling can also predict potential risks such as poor access, fear of crime, inadequate parking and lack of signage, with remedial strategies. In addition, we can identify appropriate spaces for social activities.

Present your case – BuroHappold modeling animations create powerful material for client meetings and public consultations.

Performance monitoring – Once developments and public spaces are constructed, our pedestrian traffic monitoring can continue to be used to evaluate whether urban masterplans achieve their objectives such as sustainability and inclusive access.

Our portfolio spans many prestigious projects, including masterplanning, sports, airports, museums, and the education sector. In each case, our aim is to enable more user-oriented, comfortable designs, entailing both commercial benefits and good reputation for our clients.

BUROHAPPOLD SMART URBAN SPACES SERVICES

- Pedestrian flow simulations
- Site-wide and city-wide modeling
- Network analysis of urban streets
- Transport and parking strategies
- Wayfinding and accessibility
- Crowd-traffic interactions
- Risk assessments / optioneering
- Emergency planning for major events
- Dashboard for realtime data visualization

1. High Line NY. Optimizing the layout and access to maximize footfalls and visitor experience. Modeling and optioneering dashboard above.

2. Cardiff City Center Masterplan


Optimizing design for comfort, safety and economic vitality
BuroHappold Engineering, partnered with UCLA and a diverse group of technical and community experts, was recently appointed for the Los Angeles Countywide Sustainability Plan (CSP). Our team will bring agility and adaptability that are critical for this assignment, which requires innovative thinking and a willingness to be continuously iterative throughout the analysis. Our team of renowned experts in the areas of carbon, climate change adaptation, transportation, waste, energy supply, buildings and resilience have a long history working locally, nationally, and internationally, and bring a comprehensive technical and regulatory understanding of their respective topic areas to this project.
The Viceroy L’Ermitage Hotel Renovation project is a 17,000ft² interior renovation and addition of a 33,000ft² event penthouse in Beverly Hills, CA. Phase 1 consists of the interior renovation of the existing hotel including entry/arrivals, food and beverage, back of house, guestrooms & suites, and common corridors. Phase 2 will be the expansion and enclosure of the roof penthouse amenities to include a ballroom/event pavilion, the relocation/consolidation of MEP equipment, and pool deck upgrades. An operable roof enclosure will be part of the renovation/addition as well as two new external elevators for express service from ground floor to rooftop. Both Phases will be conducted and implemented with the hotel staying in operation.

One of the most popular branches of this world-famous luxury retailer, the Beverly Hills Louis Vuitton store is located on Rodeo Drive. The project included both a women’s store (site of the existing Louis Vuitton store) and a men’s store on an adjacent site.

BuroHappold provided façade and waterproofing engineering services for design development through construction administration phases for this project.

The oversized show-window corners on the women’s store are glazed with a custom 25’ high anti-reflective, low-iron laminated glass. The main façade is clad with a unique continuous ribbon band shading system. Each stainless steel ribbon is bent through different bracket angles at each connection point contributing to the flowing aesthetic of the façade. The women’s store is clad in glossy white and stainless steel ribbon bands; the men’s store utilizes glossy brown and stainless steel bands.
SUNSET | LA CIENEGA
WEST HOLLYWOOD, CALIFORNIA
DESIGN CONCEPT + APPROACH
PROJECT UNDERSTANDING

Rodeo Drive is a brand in itself. Known the world over as a glamorous, high-end retail and dining destination, where visitors and residents alike can socialize, stroll, browse, and enjoy the beautiful scenery in a safe and dynamic atmosphere. Its current temporary bistro seating configuration, stretches from Santa Monica Blvd. to Wilshire Blvd., and provides the public a welcoming environment that promotes social engagement and connectivity.

Our team recognizes the success of the current program, and understands how a permanent plan can further elevate and amplify the experience that is unique to the culture of Beverly Hills, one that supports local businesses and enhances the pedestrian experience. LOHA and our team offers a breadth of experience, skills, and an organizational structure to support The City of Beverly Hills in transforming the current scheme into an innovative and sustainable permanent plan. Through features such as creative street furniture, integrated systems, branding, wayfinding and accessibility systems, transport and parking, as well as landscaping and sustainable strategies that foster neighborhood interaction, the plan will offer new ways for people to interact with the environment, with each other, and the spaces provided.

Over the course of 10 weeks, our team will lead the collaborative effort to design and deliver a unique and distinctive project that is user friendly, visually dynamic, functional, as well as reflective of the energy, essence and personality of this iconic commercial corridor.

We look forward to developing initial insights, perceived opportunities, and preliminary ideas collaboratively with the City and its project stakeholders. Preliminary reviews have already stimulated dialogue amongst our team on the future of Rodeo Drive.

Questions that have formed that we believe have potential for further exploration include:

- How can future plans adapt and integrate existing elements to contribute to a cohesive identity for Rodeo Drive?
- What strategies can we employ to enhance and amplify the existing movable tables and seating elements to create an a more user-friendly, innovative, and sustainable design solution for the community?
- How can this project become exemplar of the City’s ambitions for the B.O.L.D. initiative?
- How can the needs of the existing business community be supported and elevated through the implementation of these new design elements?
- What role does branding play in the overall wayfinding and visual identity strategy for this area, and how can each of the project elements contribute to these goals?
- How does this project reach beyond its physical parameters to attract and energize its global community and visitors?
- How can architectural design blend with infrastructure to celebrate the iconic nature of the existing context?
- How can new elements be introduced to provide an appropriate blend of old and new? How do these conditions elevate each other?
- How can the various ambitions of the program come together and inform one another to offer a cohesive, implementable path?
- How can the historic character and cultural legacy of this area strengthen these efforts and create vital linkages between the past, present, and a thriving, equitable future?
- How can strategies for streetscape connectivity and economic development best be integrated to create a strong, vibrant commercial main street along this three block stretch of Rodeo Drive?
- What are possible connective landscape strategies for integrating the existing adjacent parks, parkways, pedestrian walkways and other infrastructural elements with the planned project?
- How will the project team collaborate with local partners and businesses to craft an implementation plan that resonates with the community and reflects the interests of its users? What are the best strategies for ensuring an open, inclusive process?
- What lessons and advice can the project team glean from the City’s previous plans and projects?

Extensive questioning and explorative dialogue will contribute to the identification of salient issues. By rigorously considering context and possibilities, we may develop clarity in purpose and form a coherent framework for the manifestation of project aspirations. This project should not only reflect but also enable the City’s goals.
The Beverly Hills sign is an iconic park and photo opportunity that anchors the northern end of Rodeo Drive's pedestrian circulation.

Create an iconic pedestrian gateway between Rodeo Drive and the Beverly Hills Sign to invite visitors and protect heavy pedestrian foot traffic.

Engage crosswalks with spaces for gathering to provide a more integrated cross-Rodeo pedestrian experience.

Celebrate moments of pedestrian connectivity to engage courtyards and paseos.

Provide relaxing spaces for a group or individual to rest, work, or dine.

Reduce noise at busy intersections for pedestrian comfort while engaging crosswalk site lines.

Reduce noise at busy intersections for pedestrian comfort while engaging crosswalk site lines.

The Rodeo Collection breaks the rhythm of the western street face and creates a zone with high vehicular activity along the sidewalk.

Planters
Information
Relaxation Seating
Charging Station
Noise Barrier

Social Seating
Relaxation Seating
Information
Planters
Charging Station
Noise Barrier

SITE APPROACH

EXISTING RODEO DR

IMPROVED RODEO DR CORRIDOR
Create an iconic pedestrian gateway between Rodeo Drive and the Beverly Wilshire to invite visitors and protect heavy pedestrian foot traffic.

Celebrate moments of pedestrian connectivity to engage courtyards and paseos.

Provide relaxing spaces for a group or individual to rest, work, or dine.

Engage crosswalks with spaces for gathering to provide a more integrated cross-Rodeo pedestrian experience.

Invite guests to rest and recharge while activating quiet pockets at the mid-block.

Reduce noise at busy intersections for pedestrian comfort.

The Beverly Wilshire offers visitors and hotel guests dining and relaxation amenities, providing a southern anchor to the pedestrian corridor on Rodeo Drive.

Vehicles park mainly on perpendicular streets or in garages accessed via side streets.

The Walk of Style creates a fully pedestrian extension of Rodeo Drive and helps to anchor the southern end of the site.

The Walk of Style gateway between Rodeo Drive and the Beverly Wilshire to invite visitors and protect heavy pedestrian foot traffic.

Provide relaxing spaces for a group or individual to rest, work, or dine.

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DESIGN CONCEPT + APPROACH

DESIGN APPROACH

Social Seating
Group seating will integrate existing temporary seating with new permanent arrangements and foster neighborhood interaction.

Relaxation Seating
Places for relaxation will support pedestrian leisure and lengthen the duration of the average visit to Rodeo Drive.

Information
Digital maps and signage will provide adaptable way-finding while encouraging pedestrian activity. These screens can also be used to advertise and support local businesses.

Planters
Planters will celebrate the vehicular experience and soften the sidewalk hardscape.

Noise Barrier
Integrated noise barriers will enhance the pedestrian environment and provide separation between vehicular and pedestrian traffic.

Charging Station
Integrated solar charging will provide visitors with places to relax while they charge their devices. These stations will also provide pop-up creative work environments.
A LINEAR STRATEGY will compliment the iconic perspective of Rodeo Drive while amplifying the shared public spaces.

Our approach to the design enhances the character of Rodeo Drive while supporting a more diverse range of pedestrian activities. By car, the linear perspective and rhythm of palm trees and storefronts is supported by an expanded landscape that widens the green corridor and celebrates the drive. By foot, the sidewalk engages the curb as an exaggerated threshold and becomes an armature for leisure, work, dining, and meeting. The streetscape furniture acts as an activated edge between the two modes of experiencing Rodeo Drive. The design does not attempt to compete with the iconography of Rodeo Drive, rather it builds on its present systems to create a seamless blend of familiar ambiance with new form.
PROJECT APPROACH

UNDERSTANDING PROJECT GOALS

Our team is dedicated to, and assumes an interdisciplinary and research-based approach to design and creative problem solving. We all have worked on design projects that range in scale from urban planning to sustainable buildings, and we as a team believe that planning today necessitates being dealt not only within all those scales, but with the different perspectives that each brings to the project. We are all united in the common belief that, rather than imposing a preconceived idea or image on each project, each solution should be extrapolated from its own particular set of programmatic and site circumstances. What is common to all our projects is a combination of analytical acumen and creative expression that results in a strong civic presence and active public use.

SCENARIO PLANNING/COMMUNITY OUTREACH

Our team is committed to the idea that urban development is catalyzed by spaces that are animated through inventive programming and the right combination of uses, as well as by embedding in its design the specificity of its urban and natural context; in this way development can be socially, economically, and environmentally sustainable.

Our team sees the city and its spaces as an ever changing phenomenon: whether driven by changes in the weather or by human habit, to succeed, urban placemaking needs to have the built-in ability to evolve and change as the city does. Rather than relying upon a single scenario, we therefore like to look at a range of attractions, uses, and events that would exploit the city in differing ways throughout the year.

Ultimately, we believe that it is the people at the heart of the project that hold the vision. Our work will be to unearth and articulate that vision with you, and then invest ways to explore and communicate it.
HOW WE WILL WORK WITH YOU

LOHA’s work philosophy is rooted in thorough research, open communication, and a specially tailored approach to each project, ultimately arriving at a solution that resonates with the client’s culture and translates their vision. Our process resists a priori assumptions, and we have learned that it is through an inquisitive, iterative method that emphasizes transparency, communication and flexibility that we discover inspired and distinct solutions. We understand that companies do not accomplish projects, people do.

The realization of a successful bistro seating streetscape plan will require the cooperation and hard work of dedicated design professionals, collaborators, and builders. Our work will begin with a series of meetings, dialogues and workshops with appropriate team members and project stakeholders designed to establish not only the desired program and its physical characteristics, but also to interpret the project’s quality and organization of space.

Throughout the process our design team will revisit initially established project goals and seek continued feedback – how well has the program information been interpreted, are there new ideas that will improve the design, should new alternatives be considered? Together, through constant evaluation and refinement, we will develop a project that brings distinction and specificity to the project.

This working document provides critical information and direction to an evolving set of design alternatives that will be presented to the City and its appropriate partners for evaluation, ideation, and refinement. Our process will be iterative, with a clear record or roadmap of designs considered and decisions made. This roadmap will be invaluable when presenting the project to stakeholders and the Beverly Hills community and forms a basis for making critical decisions.

COLLABORATION AND MANAGEMENT

We realize that a successful collaborative effort requires a seamless integration of separate tasks to produce concepts that complement and correspond with one another. Critical to this is establishing a clear definition of everyone’s role from the outset of the project. This significantly improves communication and helps move the project forward expediently. In addition, establishing dates for the delivery of work early in the process helps to ensure that the project team is collectively working towards specific milestones.

Efficient management of the consulting team is essential. Our past experiences working with developers including CIM, Camden, Clifford Beers Housing, The Platform, Bedrock, among others, and continued collaboration on projects with municipalities, such as the cities of Los Angeles, Santa Monica, West Hollywood, Culver City, Raleigh, and Detroit, has given us the know how to engage and successfully coordinate multiple consultants and complex stakeholder interests. Proficiency in these areas assures the realization of design for efficient construction, realized target budgets, reduced long term maintenance, and operational costs that assure quality and efficiency. Quite simply, our experience has taught us which people to have in the room at the appropriate time.

PROJECT DELIVERY

LOHA is a leader in programming and planning, and provides a proven record of excellent documentation and project delivery. LOHA will lead the design and implementation of a robust engagement process that will inform The team of a clear vision path for the project. Regularly occurring meetings will be used to update the clients of on-going progress, seek client approvals, and identify any potential issues or risks to the project in order to put actions in place to eliminate potential problems before they occur. Accurately recorded minutes ensure that information is accessible and available to all participants.

The consistency and thoroughness of the drawing package and specifications is vital to establishing effective cost control. Our team has proven experience and expertise in delivering complete and thorough documentation. To facilitate a smooth project delivery, LOHA will oversee the permitting process and will ensure that the design is compliant with all municipal and building code standards.
**WORK PLAN**

Working in close collaboration with the Client to review, analyze and refine the overall program and design, the Architect shall develop a comprehensive set of design documents for the project. A confirmed Program and supporting drawings are to include all design information required to compile the Construction Documents package. As the Architect, we shall be directly responsible for orchestrating the efforts of a multi-disciplined consultant team to ensure the ultimate “constructability” of the project.

**PROGRAMMING, OUTREACH AND PRE-SCHEMATIC CONCEPT DESIGN PHASE (APPROX. 2 WEEKS):**

Working in close collaboration with the Client the Architect shall review and analyze the existing planning and programming master plan. Based on a mutual understanding of Client’s goals and objectives and program intent, the Architect shall develop a detailed program and concept design for Client approval including:

- Conduct thorough community stakeholder meetings, interviews, surveys and any other necessary outreach to fully inform the programming and design process
- Concept design plans and documents based on the program guidelines including; schematic plans and elevations
- Investigate existing site conditions and verify accuracy of Client furnished site documents
- Conduct a detailed Code Analysis including; code, occupancy, egress detailed summary, and any other elements necessary to fully define the work
- Prepare Final Concept and Program Document including; identification of Project goals and objectives, key issues and planning concept guidelines, specialty requirements, technical support and program specifications
- Present Final Concept and Program to necessary community and agency stakeholders for input and buy-in

**SCHEMATIC DESIGN PHASE (APPROX. 2 WEEKS):**

The Architect shall provide the Client Schematic Design services. Schematic Design consists of drawings and other documents illustrating the scale and relationship of the project components. Deliverables shall include:

- A detailed Code Analysis confirmation consisting of building type, occupancy, comprehensive egress summary, and other elements necessary to fully define the work
- Conceptual floor plans, elevations and preliminary building sections
- Preliminary Unit type configurations and area calculations
- Concept and Schematic material palettes and color boards
- Schematic renderings as necessary to fully describe the overall project design

**DESIGN DEVELOPMENT PHASE (APPROX. 2 WEEKS)**

Based on the approved Schematic Design, Architect shall provide to the Client, Design Development services. Design Development entails drawings and other documents to fix and describe the size and character of the Project. Finish and building materials will also be described in further detail and as appropriate. Deliverables shall include:

- CAD generated design development building plans, sections, elevations, pertinent interior elevations, and typical wall details indicating all building systems
- Orchestrate review meetings with governing agencies to verify code / occupancy / egress compliance and identify special conditions which may exist for the project
- Prepare and coordinate project outline specifications and drawings
- Prepare preliminary finish schedule including primary material selections
- Updated 3D Concept Renderings used to describe the quality and character of design

**CONSTRUCTION DOCUMENTS PHASE (APPROX. 4 WEEKS)**

Based on the approved Design Development package, the Architect shall provide Construction Documents. The Construction Documents phase consists of providing construction drawings and specifications setting forth in detail the requirements for the construction of the project including:

- CAD generated Construction Drawing set including detailed rendered floor plans, sections, elevations, and details sufficient to allow for lump sum bidding and construction of project (scale to vary per requirements)
- Provide complete Project Specifications
- Preparation of supplemental documents and bulletins as required during the bidding phase
- Submit construction documents for plan check and obtain governing agencies approvals

**BIDDING OR NEGOTIATION PHASE (TBD)**

The Architect, following the Client’s approval of the Construction Documents and of the latest preliminary estimate of Construction Costs, shall assist the Client in obtaining bids or negotiated proposals and assist in awarding and preparing Contracts for Construction. Services for this phase include:

- Assist Client in answering RFIs
- Assist Client in evaluation of contractor-proposed alternates or substitutions
- Exhaustive bidding and/or requests to provide extensive material/finish alternates is not included in this proposal, but can be provided on an hourly billing basis.
WORK PLAN (CONTINUED)
CONSTRUCTION ADMINISTRATION (TBD)
The Architect shall provide Client administration services of the Contract for Construction. The Architect shall, as a representative of the Client, visit the site at intervals appropriate to the stage of the Contractor’s operations, or as otherwise agreed by Client and Architect, to become generally familiar with and to keep the Client informed about the progress and quality of the portion of the work completed, to endeavor to guard the Client against defects and deficiencies in the work, and to determine in general if the work is being performed in a manner indicating that the work, when fully completed, will be in accordance with the Contract Documents. Services shall include:
• Review and certify applications for payment by contractor
• Review, approve, and take other appropriate action upon submittal of contract documents (i.e. shop drawings, product data, sample submittals, etc.)
• Provide services related to evaluation of contractor proposed substitutions or alternates
• Review and respond to all project submittals including requests for information (RFIs), shop drawings, and change order proposals for all building trades and disciplines
• Assist Client in the project close-out process which would include the preparation of punch lists and the management of the completion of all work on those punch lists on a timely basis
• Assist Client in gaining the necessary Final Approvals from all governmental agencies and all required certificate of occupancy permits

SCHEDULE
It is understood and agreed that time is of the essence in every project.

LOHA believes that smart design emerges from the specific contact and essential function of the project resulting in distinctive and innovative architecture which addresses ideas, budget, and time constraints. Critical to this approach is establishing a clear definition of everyone’s role from the outset of the project. This significantly improves communication and helps move the project forward expediently. In addition, establishing dates for the delivery of work early in the process helps to ensure that the project team is collectively working towards specific milestones.

Accurately recorded minutes ensure that information is accessible and available to all participants. Clients will be copied on all minutes and will be encouraged to attend or be represented at all meetings. Regularly occurring meetings between LOHA and City of Beverly Hills Staff will be used to update the client of on-going progress, seek client approval and sign off and identify any potential issues or risks to the project in order to put actions in place to eliminate potential problems before they occur.

The consistency and thoroughness of the drawing package and specifications prior to seeing tender or construction is vital to establishing effective cost control. LOHA has proven experience in delivering complete and thorough documentation and in working closely with cost estimators to proactively manage costs.
BUDGET PHILOSOPHY

Great architecture demands that design, finance, and technology work together. We’re combining these forces in innovative ways to create a new model for the profession that, in addition to our diverse skill set and integrated team approach, allows us to offer exceptional capabilities tailored to each project’s needs.

We embrace the idea of creative pragmatism when navigating budgets, schedules, existing spaces, and regulatory parameters, enabling us to balance ideals and practicality. Our open and elastic approach to even the most challenging project parameters yields unexpected and exceptional results. Our design strategies combine ingenuity and efficiency, creating exceptional solutions that are both innovative and enduring.

From the outset of the design, we proactively engage cost control as a parameter and work to strip away excess in the design. By first establishing an efficient plan, we then seek to develop potential systems and alternatives at an earlier stage to promote long-term value considerations. These early estimates form a road map for the project and ensure that future components do not get out of control.

We use evolving computer aided design and BIM technologies not only to produce innovative architectural forms, but to streamline the design and construction process and promote efficiencies, responsive to our client’s budgets and technical expectations.

COST MANAGEMENT

The Capital Projects Group provides a full range of cost management solutions throughout the project life cycle, from advising on financial feasibility at a conceptual stage (including total project cost and operational cost forecasts), to providing contract negotiation support from bidding through project close-out.

During design we develop customized solutions aimed at aligning project requirements with design intent and direction and funding availability on behalf of both the design team and the owner. We facilitate planning, prioritization, and evidence-based decision-making by providing continuous and timely management and technical support during design. We provide value engineering leadership and support, and sustainable design support in the form of Life Cycle Cost Analysis (IRR, NPV, and simple payback) and Total Cost of Ownership studies. During construction we evaluate and negotiate bids and change order requests, perform claims reviews, and support settlement decision-making.

STRATEGIC PROJECT DEVELOPMENT

The Strategic Project Development approach comprises capital project consulting services designed to inform and facilitate project definition, development, and decision-making through early stages of planning and design.

This process will include:

- Information gathering in order to understand stakeholder mission and goals, and development constraints, risks, and opportunities.
- Preparation of baseline elemental and program cost models which will populate and serve as the point of departure for the master development plan framework that will be developed during this phase.
- Development and evaluation of project and construction costs for multiple development scenarios.
- Preparation of final baseline elemental and program cost models to populate the master plan framework based on program and design direction. These cost models will serve as the point of departure for Integrated Cost Management during the Conceptual Design phase of each project within the master plan.
- Collaboration with specialists providing revenue estimates and economic impact assessments.
COST

Estimated rough order of magnitude construction cost of a seating cluster is anticipated to range from $50,000-$150,000 relative to various combinations of programmatic elements and amenities.

REFERENCES

Maurice Cox
Director of Planning and Development
City of Detroit
313.224.1105

Mirriam Mulder
City Architect
City of Santa Monica
310.392.3441

Marc Fisher
Vice Chancellor for Administration
University of California, Berkeley
510.642. 3100
vca@berkeley.edu
THANK YOU.
Hood Design Studio, Inc. (HDS), founded in 1992 in Oakland, CA, is a social art and design practice. The studio’s practice is tripartite: art + fabrication, design + landscape, and research + urbanism. This breadth allows us to understand each place in its scale and context, and to respond, not with a standard design, but with an approach adaptive to the particulars and specifics of a space. We strengthen endemic patterns and practices both ecological and cultural, contemporary and historic, particularly those that remain unseen or unrecognized. Urban spaces and their objects act as public sculpture, creating new apertures through which to see the emergent beauty, strangeness, and idiosyncrasies around us. We frequently root our design work in collaboration, seeing projects thrive under the joint efforts of design teams and through engagement with constituents and local communities.

HDS attends to both the built and the emergent landscape systems across a myriad of scales, looking to understand, for example, both the path of the tributary and the entirety of the watershed, the individual site and the larger landscape, and the block within the neighborhood. HDS’s work unveils and strengthens endemic patterns and practices both ecological and cultural, contemporary and historic, particularly those that remain unseen or unrecognized. The studio has received numerous awards and accolades including the AIA Award for Collaborative Achievement and the Cooper-Hewitt National Design Award in Landscape Design.

Nationally recognized projects include the De Young Museum Gardens in San Francisco’s Golden Gate Park, which allude to the site’s historic dune landscape, the Los Angeles Broad Museum Plaza, an on-structure green space and host to a grove of 100-year-old Barouni Olive Trees, and the Cooper Hewitt Museum Arthur Ross Terrace and Garden, a hybrid of the original 1901 design and the garden as-built, influenced by contemporary needs. HDS’ neighborhood transformational projects include a street painting and master plan in Opa Locka, Florida, Viaduct Rail Park, a pop up garden in north Philadelphia, and Splashpad Park, site of a weekly farmer’s market and extension to the Lake Merritt Park system in Oakland.
PROJECT MANAGEMENT

Hood Design manages a range of projects, from small scale art installations to multi-acre master plans, and as such, principals, project managers and designers each wear many hats. Our internal organization is necessarily dynamic, meeting the myriad needs of our diverse work load. Once a new project is established we tailor a team to the specific needs of that project, including assigning a principal-in-charge, project manager/point-of-contact and supporting design staff, based on expertise and availability.

COMMUNITY ENGAGEMENT

HDS is adept at getting to know new places, having worked throughout the United States and internationally. Getting to know local lifeways (the ways people move and live in a particular place) is necessary to our design process. Focus groups and opportunities for critique would be held with a range of social, cultural, and constituent groups. Focus groups and engagement activities would illuminate their creativity, needs, concerns, and histories, alongside those of other cultural and social groups, in the development of our design proposal, and then subsequently seeking critique and feedback throughout the following design phases. Examples of past focus groups include placing a scale model of the Centre Avenue “Village” on the main street of a Pittsburgh, Pennsylvania neighborhood so that passers-by could become familiar with the project and offer information and ideas. For the same project community members ended a site walk to flag neighborhood assets. A neighborhood feast took place in a back alley in Philadelphia, where community members built and painted the tables and chairs, and together discussed future uses for the alley over a meal. A three-mile walking tour around Oakland, starting and ending at the Oakland Museum of California (the site of a master plan), helped situate the museum within its urban context. In crafting the topography for a museum in Jackson, Wyoming, focus group attendees shaped sand in scaled site model “sand-boxes”. In Opa Locka Florida community members came together to do a street painting project, with crisscrossing blue stripes reminiscent of the city’s Moorish architecture. These are meaningful engagements with community, each tailored to the unique context of a particular project. Each yielded tangible results that became integral to the design development.
TEAM
WALTER J. HOOD
CREATIVE DIRECTOR, HOOD DESIGN STUDIO

Walter Hood is the Creative Director and Founder of Hood Design Studio in Oakland, CA. He is also a professor at the University of California, Berkeley and lectures on professional and theoretical projects nationally and internationally. Hood Design Studio is tripartite practice, working across art + fabrication, design + landscape, and research + urbanism. This breadth allows an understanding of each place in its scale and context. The resulting urban spaces and their objects act as public sculpture, creating new apertures through which to see the site’s surrounding emergent beauty, strangeness, and idiosyncrasies. Walter and his work have been featured in publications including Dwell, The Wall Street Journal, The New York Times, Fast Company, Architectural Digest, Places Journal, and Landscape Architecture Magazine. Walter Hood is also a recipient of the 2017 Academy of Arts and Letters Architecture Award.

STUDIO
Creative Director, Hood Design Studio, Inc.
Oakland, CA | 1992- present

EDUCATION
MFA | SAIC | 2010
Chicago, IL
MLA, MArch | UC Berkeley | 1989
Berkeley, CA
B.S. LA | North Carolina A&T | 1981
Greensboro, NC

ACADEMIC APPOINTMENTS
Professor | 1990- present
Chair | 1998 - 2002
Department of Landscape Architecture UC Berkeley

David K. Woo Chair | UC Berkeley | 2013
Visiting Scholar | U of Karlsruhe | 2000
Visiting Scholar | GSD Harvard | 1995
Resident Instructor | ILAUD | 1991-1992

SELECTED AWARDS
Architecture Award, Academy of Arts + Letters 2017
Goldman Sachs Fellowship 2011
USA Character Approved, NBC 2011
AIA Collaborative Achievement Award 2011
Cooper-Hewitt National Design Award 2009
KQED Black History Month Award 2009
Oakland “Walter Hood Day” 2004
ASLA Research Award 1996

SELECTED PUBLICATIONS
Consequences of Place | A New Golden Age | Archipress 2016
“Diverse Truths” | Diversity and Design | Routledge 2015
“Reimaging Center Street” | Places Journal 2008
“Macon Memories” | Sites of Memory | Princeton Press 2001
Urban Diaries | Spacemaker Press 1997
Blues & Jazz Landscapes | Poltroon Press 1993

SELECTED WORKS
PUBLIC ART
“Double Consciousness”
“Carry On”
Grinnell College Gateway
“Street Trees”
“Oakland Oaks”
“Wall of Tears” Metro Art
“Witness Walls” Civil Rights Sculpture
“Frame / Refrain”
“Coastlines” Sculpture Trail
Powell Street “Promenade”
7th Street “Dancing Lights” + Gateway
“Shadowcatcher” Foster Memorial
“Curtain Call / Garden Passage”

INSTALLATION
“Mirage”
“Copabananas” Cooper Hewitt Museum
“Symbiotic Village” Bi-City Biennale
“Cite/Site”
“Pearl Street Feast” + “Fresh Windows”
“Canned Spinach” + “Garden Sculpture” OMCA
“Bio-line” Leaning Modern SAIC
“Revelatory Landscapes” SFMOMA

LANDSCAPE
International African American Museum
“Freed” Sculpture + Green Valley Town Square
Wildlife Art Sculpture Terrace
New de Young Museum Gardens

URBANISM
Philadelphia Waterfront Art Master Plan
OMCA Master Plan + Garden Design
Goldsboro ART Vision Plan
“Oasis/Oases” Artscapes

PUBLIC ART
Princeton, NJ | In Progress
San Diego, CA | In Progress
Grinnel, IA | In Progress
Detroit, MI | In Progress
Oakland, CA | In Progress
Santa Monica, CA | In Progress
Nashville, TN | 2017
San Francisco, CA | 2016
Wilmington, CA | 2014
San Francisco, CA | 2012
Oakland, CA | 2011
UVA, Charlottesville, VA | 2010

INSTALLATION
Opa Locka, CA | In Progress
New York, NY | 2016
Shenzhen, China | 2015
Opa-locka, FL | 2015
Philadelphia, PA | 2013 + 2014
Oakland, CA | 2010
Chicago, IL | 2009
Oakland, CA | 2001

LANDSCAPE
Charleston, SC | In progress
Nauck, Arlington, VA | In Progress
Jackson, WY | 2012
San Francisco, CA | 2005

URBANISM
Philadelphia, PA | In Progress
Oakland, CA | 2016
Goldsboro NC | 2017
Opa-locka, FL | 2015
Alma Du Solier is a landscape designer and architect with a Masters in Landscape Architecture from the University of California, Berkeley and a Bachelor in Architecture from ITESM Campus Monterrey (Mexico). Alma has 20 years of experience in the practice of design and is currently the Studio Director at Hood Design, in Oakland, CA. Alma has been lead designer for a wide range of projects from urban parks and mixed-use projects to long-term open space and resources strategic planning. She is currently working on the open space planning and design of a mixed use campus in Tijuana, Baja California, Mexico. Alma is a recurrent guest lecturer at UC Berkeley’s Department of Landscape Architecture and Environmental Planning and in 2010 was invited as guest lecturer at ITESM Campus Zacatecas, School of Architecture.

STUDIO
Hood Design Studio, Inc., Studio Director
Oakland, CA | 2016- present
Senior Designer | 2001-2003
Junior Designer | 1999-2000

Populous, Principal
San Francisco, CA | 2013- 2016

AECOM, Principal
San Francisco, CA | 2008- 2013

EDAW, Senior Associate
San Francisco, CA | 2003- 2008

LICENSEURE
State of California License Number, LA 6272

EDUCATION
MLA | University of California, Berkeley, 1999
Berkeley, CA

BA, | Instituto Tecnologico y de Estudios Superiores de Monterrey 1994
Monterrey, Mexico

ACADEMIC APPOINTMENTS
Lecturer | University of California Berkeley
Department of Landscape Architecture 2001- 2016
ITESM Campus Zacatecas | Department of Architecture: Programa Lideres Academicos Fall 2010

AFFILIATIONS
Center for Architecture and Design, American Institute of Architects San Francisco
Board Member | President of the Board, 2012- 2015

SELECTED WORKS
LANDSCAPE
NVIDIA Campus Park
601 City Center Plaza + Green Roof
Peralta Hacienda Historic Park
Yerba Buena Island Hilltop Park
New de Young Museum Gardens

URBANISM
Beerline Park
Adeline Corridor Master Plan
Playa Espiritu Master Plan

ART + INSTALLATION
Grinnell College Art Gateway
“Eucalyptus Soliloquy”

PRIOR WORKS
LA Waterfront, Town Square and Promenade
Bajalta California
Future Mixed Use Development Project
Bhubaneswar Convention Center and Expo Hall
LMUC Masterplan and Hannon Library
Clough Undergrad. Learning Commons
Pier 70 Crane Cove Park Master Plan and Design
Los Angeles Waterfront
Tuolumne River Regional Park Gateway Parcel
Governor George Deukmejian Courthouse
Mammoth Lakes Courthouse
Clorox Plaza
Government City
Bonifacio High Street
California Indian Heritage Center Master Plan
Bear Creek Redwoods Open Space Preserve
Convention Center District Master Plan
Ocean Beach Master Plan
Oakland Waterfront Trail
Metropolitan Sustainable Mobility Master Plan
Butterfield Village and Technology Center
Visitacion Valley Redevelopment Master Plan
* While working at POPULOUS

Santa Clara, CA | In Progress
Oakland, CA | In Progress
Oakland, CA | In Progress
San Francisco, CA | In Progress
San Francisco, CA | 2005

Milwaukee, WI | In Progress
Berkeley, CA | In Progress
Escuinapa, Sinaloa, MX | In Progress

Grinnell, IA | In Progress
Sonoma, CA | 2004

San Pedro, CA*
Tijuana, Mexico*
Mexico City, Mexico*
Bhubaneswar, India*
Los Angeles, California**
GIT, Atlanta, Georgia**
San Francisco, California**
San Pedro, California**
Modesto, California**
Long Beach, California**
Mammoth Lakes, California**
Oakland, California**
Zacatecas, Mexico**
Taguig City, Philippines**
Sacramento, California**
Los Gatos, CA*
Oklahoma City, OK*
San Francisco, California**
Oakland, California**
Monterrey, Mexico**
Morgan Hill, CA*
San Francisco, California**
** While working at AECOM
Paul Peters joined Hood Design Studio in January 2016. Since joining Hood Design, Paul has overseen the landscape design of the International African American Museum in Charleston, SC; the masterplan and landscape open space framework for the 160-acre historic state fairgrounds site in Detroit; and the community engagement and landscape design of a youth arts and music center in East Palo Alto, CA. Prior to Hood Design, Paul worked at SWA leading projects around the world including community planning, site design, infrastructure, and open-space design. As a craftsman he honed his skills by starting and running his own design-build firm in Vancouver for seven years. A geographer at heart, Paul explores ways of weaving together natural infrastructure and social systems with urban form. He received his master’s in landscape architecture at the University of British Columbia. Paul’s research includes coastal sea change adaptation, green roofs, and storm water infrastructure.

**SELECTED WORKS**

**LANDSCAPE**
- NVIDIA Campus Park  
  Santa Clara, CA | In Progress | Project Manager
- Youth Arts & Music Center  
  East Palo Alto, CA | In Progress | Project Manager
- International African American Museum  
  Charleston, SC | In Progress | Project Manager
- Green Valley Town Square  
  Arlington, VA | In Progress | Project Manager

**URBANISM**
- 20th Street Pedestrian Mall  
  Birmingham, AL | 2017 | Project Manager
- Taylor Street  
  San Francisco, CA | 2017 | Project Manager
- Rosa Parks Neighborhood Master Plan  
  Detroit, MI | In Progress | Project Manager
- Adeline Corridor Master Plan  
  Berkeley, CA | 2017 | Project Manager
- Detroit State Fairgrounds  
  Detroit, MI | 2016 | Project Manager

**ART**
- “FREED” Sculpture  
  Arlington, VA | In Progress | Project Manager
Hester Tittmann joined Hood Design Studio in the spring of 2015. Hester attended Hampshire College, studying a mix of writing, fine arts, urban design, architecture, and spatial theory.

At HDS Hester does competition management, marketing and promotions, project research and concept development, installation, fabrication and model making, and community engagement. Project experience ranges from coordinating the competitions for “Carry On”, “Three Trees” and “Double Consciousness”, all of which won first place, to designing and managing installations - at the Bi-City Biennale in Shenzhen, China, as well as a series of benches in the Cooper Hewitt Garden and later an exhibition of studio work at the Arts & Letters Gallery, both in New York City.

STUDIO
Hood Design Studio, Inc., Designer
Oakland, CA | 2015 - present
Rebar, Public Art Intern
San Francisco, CA | 2014
RKStudio + Hampshire College, Project Coordinator + Designer
Amherst, MA | 2012-2014

EDUCATION
BA + Five College Architecture Major | Hampshire College

SELECTED WORKS
LANDSCAPE
International African American Museum
Greater Valley Town Square
North Carolina Freedom Monument Park
Beerline Park

URBANISM
Delaware River Waterfront Arts Master Plan
Goldsboro Arts Vision Plan
“Marking Keller” Competition

ART + INSTALLATION
“Double Consciousness”
“Three Trees”
“Carry On”
“Mirage”
“FREED” Sculpture
Arts & Letters Awardees Exhibition
“Muir Tower” Philadelphia Flower Show
“Copabanas” Cooper Hewitt Museum
“Symbiotic Village” Bi City Biennale
“Cite/Site”

Charleston, SC | In Progress | Designer
Arlington, VA | In Progress | Designer
Raleigh, NC | 2016 | Competition Manager
Milwaukee, WI | In Progress | Designer
Philadelphia, PA | In Progress | Designer
Goldsboro, NC | In Progress | Research
Portland, OR | 2017 | Designer
Princeton, NJ | In Progress | Designer
College Park, MD | In Progress | Designer
San Diego, CA | In Progress | Designer
Opa Locka, CA | In Progress | Designer
Arlington, VA | In Progress | Designer
New York, NY | 2017 | Exhibition Manager
Philadelphia, PA | 2016 | Fabrication
New York, NY | 2016 | Exhibition Manager
Shenzhen, China | 2015 | Exhibition Manager
Opa-locka, FL | 2015 | Fabrication
Jan-Peter Koppitz, PE

Jan-Peter specializes in the delivery of integrated design and complex projects. Since joining Arup after graduation in 2000, he has been involved in a wide range of projects worldwide. He has gained design experience in reinforced concrete, structural steel and especially in timber constructions, and has worked mainly on projects with free-formed geometry and long-spanning structures.

Design and delivery of complex projects is best realized based on a parametric, single-model BIM approach, which Jan-Peter applies to projects where possible.

Jan-Peter regularly works with architects on a variety of competition submissions and conceptual designs. Hence a strong interest in unified, collaborative teamwork amongst the entire design team in order to deliver projects better. He has been part of architectural/engineering project offices and has participated in research projects to understand and accelerate this aspect of work. Management roles in the office include being part of the Structural Team leadership and also the Design and Technical Committee.

Jan-Peter speaks fluent English, German, and Spanish and an intermediate level of French.

Jan-Peter is a highly skilled engineer and manager making him a key person to deliver a wide range of complex projects in a collaborative and efficient manner.

Lead Structural Engineer / Project Manager

PG&E Hunter’s Point Redevelopment, San Francisco, USA
Project Manager and structural design leader for the remediation and revitalization of a previous industrial site.
Client: PG&E
Architect: envelope A+D

Chabot Community College Biology Laboratory Building, Hayward, USA
Structural design leader for a new laboratory building for a local community college.
Client: Chabot College
Architect: Harley Ellis Devereaux

Metropol Parasol , Plaza de Encarnación, Seville, Spain
Project coordinator and design leader for the structural, mechanical, electrical, geotechnical and fire engineering design for this unique project consisting of 6 large timber parasols

www.arup.com
shading a public plaza. Main task was coordinating and designing the innovative timber structure with an international design team, and then ensuring it’s erection on site.
Client: SACYR SAU
Architect: Jürgen Mayer H.

**Canopies Antepporto Vilamoura, Vilamoura, Portugal**
Project coordinator and lead design engineer for 4 free-formed shading canopies. Project focus was the geometrical and structural optimization of the canopies.
Architects: Broadway Maylan

**Hotel Arcosur, Torremolinos, Spain**
Coordinator of the structural engineering team in a multi-disciplinary project for the construction of a 5 star hotel, which includes a spa, restaurants, a timber dome and various singular steel structural solutions.
Architects: Arquiconcept

**Chesa Futura, St. Moritz, Switzerland**
For a residential project in Switzerland, design of the unique superstructure of a geometrically complex building. Carrying out static as well as dynamic analyses of the different structural elements, ranging from LVL-timber columns and beams to a composite steel grillage.
Architect – Foster & Partners

**Ballymun Sports & Leisure Centre, Dublin**
Concept design of a timber swimming pool enclosure, including roof and façade; and focusing on balancing the structural and the architectural issues during the design phase.
Architect – Levitt Bernstein

**Paul Klee Zentrum, Bern, Switzerland**
Design of the roof of a museum consisting of 3 hills that are carved out of the landscape. The main task was to design and calculate the steel arches with a complex geometry and to prepare the tender documents and drawings.
Architects – Renzo Piano Building Workshop

**Nuova Stazione AV di Firenze, Italy**
Scheme design and structural analysis of the cylindrical 500m long steel roof and its cladding panels. Being part of a big team of various disciplines and nationalities, where coordinated design played an important role.
Architects – Foster & Partners

**West Kowloon Cultural District, HK**
Concept design for a 1.5 km long free-formed steel space-frame canopy covering a cultural forum. Integrated design with the buildings and masterplan below. Jan-Peter’s role was to co-lead the structural team in London and coordinate the design between
Hong Kong and London.
Architects: Foster and Partners

**Piercy House, London**
Feasibility study for an office building in the city of London; studying composite-steel and concrete solutions and integrating building services, construction sequence and cost factors.
Architects – Sidell Gibson Architects

**Grosvenor Waterside, London UK**
Design up to tender design for a Design & Build procurement of the basement/Infrastructure for a mixed-use residential development in London. Coordination especially of the construction programme with entire project teams.
Architects – Sheppard Robson & Make

**Aviation**

**Abu Dhabi Midfield Terminal Complex, Abu Dhabi, United Arab Emirates**
Structural Engineer for the Competition Design of the long-spanning Passenger Terminal Building and the modular fingers.
Architect: Kohn Pederson Fox.

**King Abdulaziz International Airport, Jeddah, Saudi Arabia**
Lead Structural Engineer and Project Manager for the foundation design of the Passenger Terminal Building during the Construction Documentation phase.
Lead Designer: Atkins

**Tocumen International Airport, Panama**
Project coordinator for the bid package together with the General Contractor and Spanish concessionaire Fomento de Construciones y Contratas (FCC).
Architect: Taller de Arquitectura Ricardo Bofill

**Existing Buildings / Seismic Risk Assessments**

**Seismic Risk Assessment, Confidential Client**
Project Manager of the SF office team for the Seismic Risk Assessment of the Latin America and Northern California regions of a global building portfolio, including Tier I screening and now in the Tier II phase of analysis and retrofit design.
Client: Confidential

**Seismic Risk Assessment, Confidential Client**
Seismic Risk Assessment and PML analysis of an essential facility in Mexico City, Mexico.
Client: Confidential

**Latin America**
Torre Rimac, Lima, Peru
Structural and Seismic Peer Review of the structural design of a 40-story tower development in Lima.
Client: Urbanova SA
Architect: Arquitectonica

Cuartel San Martín, Lima, Peru
Structural and Seismic Peer Review of the structural design of a 40-story tower development in Lima.
Client: Viva GyM SA
Architect: Jean Nouvel

Museu Do Amanha, Rio de Janeiro, Brasil
Project and design coordinator for the review of the structural design, including separate modeling of the concrete and steel structures.
Architect: Santiago Calatrava

Goldensquare Mall, São Paulo, Brasil
Project coordinator for the review of the structural design, including separate modelling of the pre-fabricated concrete structure.
Joshua has contributed to a wide variety of infrastructure projects since joining Arup in 2012. His design experience ranges from planning level to construction documents. He has experience coordinating design between multiple disciplines and working with various governing bodies for both public and private projects. He has experience in the use of many software packages including Microstation, Civil 3D and InRoads.

Joshua has worked on a variety of large scale projects requiring multidisciplinary coordination. He is committed to producing high quality work while keeping schedule in mind.

Confidential Campus, Cupertino, CA
The Confidential Campus project is a multidisciplinary project with a proposed single campus building of 2.8 million square feet for approximately 12,000 employees, on a 150 acre site. Joshua’s role is lead roadway designer which includes horizontal and vertical alignment, signage, striping, and pavement design. This requires coordination with the Architect, Landscape Architect, General Contractor, Client, and the City. He is actively involved in internal team coordination and producing planning/engineering design packages for the City and the Environmental Impact Report as well as Construction Administration.

Confidential Campus Master Plan, Northern CA
Over the past year, Arup has been providing various engineering services for a confidential master plan and feasibility study. Specific services have included assessment of existing conditions & infrastructure and conceptual design of wet & dry utilities, roadways, an innovative structure, and transportation & logistics plan, including airfield layout and air travel feasibility.

Google Charleston East Campus, Mountain View, CA
Civil Engineer for the Google Charleston East campus building in Mountain View from development of goals and guidelines through to a design that met the objectives of the owner. The new campus exceeds traditional LEED driven goals though its sustainable approach to materials, energy, water and waste.

Station Park Green, San Mateo, CA
Civil Engineer for this 12 acre, high density suburban infill project that is gaining acclaim from housing and environmental advocates, which is targeting LEED ND Gold certification.
Yerba Buena Island Hilltop Park, San Francisco, CA
The Yerba Buena Island Hilltop Park is a regional and neighborhood serving park with passive recreational areas, overlooks, and picnic areas. This park is part of the programming for the redevelopment of on Treasure Island and Yerba Buena Island. Joshua is lead civil designer for the YBI Hilltop Park. The grading and drainage for the park is being designed to efficiently move water off site and require minimal infrastructure to help achieve the Client’s vision. Joshua uses 3D modelling to verify design and ensure the project site is coordinated with other design teams while also managing deliverables.

PG&E Hunters Point Shoreline, San Francisco, CA
The Hunters Point Shoreline is a project funded by PG&E to give back to the community it has inhabited for the last 75 years. Located between India Basin Shoreline Park and Heron’s Head Park in South San Francisco, this half-mile of existing trail along the shoreline is renewed to provide a cleaner and more inviting experience along the shoreline.

Joshua is the lead civil designer for the PG&E remediation project consisting of a widened sidewalk with a cantilevered overlook plaza and a new walkway adjacent to the shoreline. Joshua designed and produced construction documents for the grading, drainage, utility, and retaining walls at the site. The critical drainage design included BMPs along the shoreline that treats the storm water runoff before discharging into the bay.

180 Braided Ramps Design-Build Project, Fresno, CA
The Fresno 180 Braided Ramps Project is one of the first design-build demonstration project authorized by California’s Senate Bill No. 4. The project will replace an existing weave section on State Route 180 between State Route 41 and 168 in Fresno, CA.

Transbay Transit Center Bus Ramps, San Francisco, CA
The Transbay Transit Center (TTC) bus ramps project is composed of a bridge widening and an elevated off-ramp with a 1,800-foot span that connects Caltrans I-80 Bay Bridge to the third-floor-level bus terminal in a multimodal transit center in downtown San Francisco. Joshua focused on roadway design, striping and signage, and traffic management.

BART extension to Livermore, Livermore, CA
The BART extension project was brought in to develop new cost effective bus and light rail alternatives. Located on the western edge of the Bay Area, the freeway corridor is the one of the most congested Northern California, experiencing over 12,000 daily vehicle hours of delay. Joshua designed various options at the planning level for intermodal transport solutions including flyover ramps and freeway widening.
Toby Lewis, LC  

Toby draws inspiration from the natural environment, architectural vision, and the end user needs to create visually inspiring and pragmatic built environments and landscapes.

Toby’s approach to lighting design extracts direction from the psychology of perception, aesthetics, luminaire optics, and analysis to address a seamless integration of potentially competing design goals.

She joined the lighting group in San Francisco with international work experience in India and Israel, which gave her an awareness of the role culture has in every project; whether it is national, artistic, or work culture, it provides context relevant to design.

**SF City Hall, San Francisco, CA**
Retrofit of the existing façade lighting scheme to LED with bespoke fixtures designed to provide color changing and tunable white light. Including a choreographed scene by Arup to showcase the system capabilities at the City Hall centennial celebration. Energy savings anticipated between 50% and 75%.

**Impatient Optimist at BMGF, Seattle, WA**
Sculptural lighting of a permanent net installation by Janet Echelman, suspended between buildings on the central plaza of The Foundation campus. Colorful light shows are programmed that display real-time sunrise of locations The Foundation has an office.

**Under Ramp Park, San Francisco, CA**
The new San Francisco trans bay transit center will add an elevated bus ramp. Below the bus ramp will be a park spanning several city blocks with cafes, play grounds, a beer garden, sport courts, and a performance stage. The lighting will elongate the height with uplighting at columns, accent park features, and enhance security by lighting walls and behind foliage such that motion will be evident.

**Yerba Buena Island park, San Francisco, CA**
At the highest point on the island, a soothing path strolls between dense trees and views of the bay. The lighting provides for circulation with no overhead pole lights. The discrete low level lighting approach maintains views and minimizes the experience of glare for visitors and nearby residents. Shadows are cast through foliage onto curving retaining walls for accent.
EXPERIENCE
A line of “dancing lights”, recalling the neighborhoods once prominent Jazz/Blues culture, lead pedestrians and vehicles towards the bus stop and BART station. The Seventh Street Transit Village is a pedestrian/public transportation hub located in West Oakland, adjacent to the Oakland ports and BART Station. Pedestrians and vehicles enter into the Transit Village through a massive gateway that spans across 7th street and is emblazoned with the pixelated faces of prominent African American leaders. The gateway and dancing lights aim to create a destination that instills a sense of ownership among the West Oakland neighborhood, while mediating adverse impacts of transportation infrastructure and building upon its rich historical/cultural context.
The on-structure plaza floats adjacent to Upper Grand Ave. in downtown Los Angeles. It employs a structural slab with upturned beams—a riff on the prominent local freeway structure typology—that create the depth needed to support plaza planting. 100-year old Barouni olive trees were transplanted from a defunct orchard in the Shasta cascade region into an offset grid to imbue the new space with an immediate presence and scale.
The Coastlines Wilmington Trail public sculpture reinterprets the water’s edge, now obscured from residents of the City of Wilmington by the Port of Los Angeles’ occupancy of the waterfront. A half-mile stretch of sandstone towers, marking a western ridge of the Sasaki Associates designed Wilmington Buffer Park, reference the coastal bluffs of San Pedro. Local sandstone slabs, stacking to form towers, cantilever slightly outward, creating variably angling forms that thrust 12 to 15 feet skyward. A north-south view emphasizes the towers’ rhythmic variation in height, while an east-west view aligns the tower’s angles to create the illusion of the coastal bluffs. On the tallest towers, two each on either end of the piece, misters spray water from between the sandstone block, referencing the gradual process of erosion and decomposition.
The garden honors the historic landscape plan for the house while considering contemporary needs. The new design incorporates relevant geologic conditions and planning schemes such that both garden and park feel a part of the same landscape including planting schemes from the Jacqueline Kennedy Onassis Reservoir and the rockery consists of the bedrock, or Manhattan Schist. In 2016 “Copabanananas” was installed, alternately black and white, an undulating seat.
CONCEPT
POWELL STREET PROMENADE
San Francisco, CA | 2012
Size: 2 City Blocks
Client: Venables Bell & Partners, SF BID, Audi
Budget: $1 Million
Materials: Aluminum, Planting, Solar Panels
Contact: David Russ, Venables Bell & Partners
201 Post Street San Francisco CA 94108
david@venablesbell.com
415-288-3300
CONCEPT:

Hood Design Studio and ARUP created the Powell Street Promenade in 2012. It has been installed for the past six years, providing respite along the busiest street in San Francisco. We propose a very similar concept along Rodeo Drive, using appropriate forms and materials for the context.

The Powell St. Promenade is an installation spanning two blocks of the busiest pedestrian thoroughfare in San Francisco. Funded by Audi, the Promenade is a 6’ extension of the existing city sidewalk and is made up of aluminum and wood grating. Strips of aluminum emerge from the grating and twist upward to create planters, benches and standing tables, mimicking the contours and framing of the 2012 A7 car. Parking was removed from the street, though the Trolley cars and private vehicles maintain access. The promenade offers refuge for passersby: an opportunity to sit, to drink coffee, to meet a friend before dinner, or to simply stand and people-watch while out of the way of the incessant flow of pedestrian traffic. The design is intriguing and inviting, as well as sustainable: the six PV towers on the promenade create the energy to power the lights along the walkway at night.

COST:

There were eight units, each is approximately $112,000. The units are a mixture of standing and seating areas with planting and lighting- powered by integrated solar panels. We expect similar costs for the Rodeo Drive seating.
Request for Qualifications
Design Services

02/09/2018
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Fee Schedule
See ‘Fee Schedule’ envelope
“The best things in life are free. The second best are very expensive.”

- Coco Chanel
Design is at the center of everything we do. We believe good design can enhance the quality of the human experience. We embrace the importance of architecture as a public art. Bold design doesn’t mean ignoring budget or project realities—to us, design is a tool to elegantly solve problems and create opportunities for beauty and delight.

Founded in 1954, Stantec is a premiere design firm in architecture, interiors, and engineering. With the advantage of local insights and a long-term commitment to the people and places we serve, our UrbanCollective brand studio has the unique ability to connect to projects on a personal level and advance the quality of life in communities at a larger scale.

We look forward to bringing this passion and commitment to our new relationship with you.
YOUR TEAM

ARTURO VASQUEZ DEL MERCADO, AIA
Principal-in-Charge | Urban Planner

Arturo is an accomplished architect, urban designer and educator with extensive knowledge and expertise in architecture and urban design history and empirical theory. He has over 30 years of experience merging design practice, master planning, and urban design for mid-rise and large scale mixed-use residential, retail and hospitality projects. Arturo has worked with private and public sector clients, developers, institutions, community-based organizations, and city agencies.

ALANA LOPEZ, RA, NCIDQ, LEED AP
Lead Designer

Alana is an award-winning designer with a versatile body of work in architecture, interior design, and branding. With over a decade of experience in the design industry, her expertise spans every aspect of project development with a focus on hospitality and boutique retail. Her strength lies in her ability to imbue each project with a distinct character, reflective of the client, context and lifestyle.

MAYA WAHYUDHARMA
Designer + Lifestyle Consultant

With over 15 years of experience, Maya has worked on a broad scope of projects providing her with the creative ability to successfully integrate her extensive knowledge in interior design, architecture, and landscape architecture. Maya works closely with clients, contractors and architectural teams to provide clients with a seamless, comprehensive experience from conceptual design through construction.

DAVE CUBBERLY, PLA, ASLA, LEED AP
Landscape Architect

Dave has over 17 years of experience on a broad range of landscape architecture, planning and design consultation projects. His project experience includes urban plazas and streetscapes; green roofs; alternative irrigation solutions; urban residential landscapes; and corporate office campuses. Dave also has extensive experience with public art master planning; public art collaborations, fabrication and art installations.

ANDREW KOHR, PLA, ASLA
Public Realm Design

Andrew has a passion for creating great public spaces which connect communities and bring people together. With over 13 years of experience working primarily on municipal projects, Andrew has a strong understanding of how to manage linear projects in both urban and suburban settings.
EXPERIENCE
Selected Work

Sports Hospitality Entertainment District
City of Winnipeg and CentreVenture
Winnipeg, Manitoba

Houston Uptown District
Harris County Improvement District
Houston, TX

Lenox Road Linear Plaza
City of Buckhead
Buckhead, GA

Shanghai Village
Value Retail China
Shanghai, China

Victory Park
Victory Park UST Joint Venture I, L.P.
Dallas, TX

Public Realm Revitalization
Domain II
Austin, TX

Harbor Drive Gateway Park
City of Redondo Beach
Redondo Beach, CA

Mitikah
Pelli Clark Pelli
Mexico City, Mexico

Keiner Plaza
City of St. Louis
St. Louis, MO
EXPERIENCE

References

Darion Dunn, PE  
Director of Capital Improvements  
City of Buckhead  
404.842.2693  
Ddunn@buckheadcid.com  
Project: Lenox Road Linear Plaza

Brad Lindahl  
Capital Projects Program Manager  
City of Redondo Beach  
310.372.1171 ext.2286  
Brad.Lindahl@redondo.org  
Project: North Harbor Drive Cycle Track and Gateway Park

Ross Young  
Real Estate and Housing  
City of Burbank  
ryoung@burbankca.gov  
Project: Burbank Channel Bikeway Project
DESIGN

To better understand the dynamic of Rodeo Drive, we embarked on a week-long location immersion, observing firsthand the activity on site and studying the streetscape in its entirety.

We were able to quickly identify a few of the challenges. Limited foot traffic. A high percentage of tourists versus locals. The prevalence of retail as the primary use along the street and the lack of restaurants.

So how do we activate one of the world’s most luxurious and iconic streets - from a pedestrian standpoint? What if we embraced the concept of Rodeo Walk instead of Rodeo Drive?

We identified 3 main design drivers:
1. Vary the path of pedestrian travel while maintaining visibility to storefronts
2. Provide for a series of experiences that activate the streetscape both day and night
3. Allow for flexibility, transformation, and spontaneity

From an urban design standpoint, Rodeo Drive is a corridor with multiple “blocks”. At the edges of the blocks (closest to the intersections) we proposed a more permanent installation of landscape and seating, but towards the center of the “block” we envisioned a series of follies as decorative and extravagant architectural forms, built to lend interest to the landscape.

“We envisioned a series of follies as decorative and extravagant architectural forms, built to lend interest to the landscape.”

Like retail, these pieces are temporal - and could be reconfigured for multiple uses, or simply be moved offsite to provide for a larger sidewalk area for block parties, culinary street bazaars, or pop up shops. But we didn’t want the energy created by these events to happen only on special occasions. So we located a series of lit elements in tandem to the modular seating that at night could act as beacons along the street edge, adding visual interest and dynamism, encouraging people to stay even past closing hours.
By partnering with AGENC we create opportunities for a series of curated experiences that can activate the pedestrian realm.
**COST**

### Seating Cluster

**Baseline Construction Cost**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modular Seating</td>
<td>$5,600</td>
</tr>
<tr>
<td>(Set of 7 modules @ $800 each)</td>
<td></td>
</tr>
<tr>
<td>Bollards</td>
<td>$3,000</td>
</tr>
<tr>
<td>(Set of 4)</td>
<td></td>
</tr>
<tr>
<td>LiteBrite Element</td>
<td>$2,500</td>
</tr>
<tr>
<td>(1 per cluster)</td>
<td></td>
</tr>
</tbody>
</table>

**Total Cost**

$11,100

*baseline costs assume freight and installation are included
**quantity of units within seating cluster assembly varies

### Alternate Items:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Planter</td>
<td>$7,500</td>
</tr>
<tr>
<td>(Located one per block edge)</td>
<td></td>
</tr>
<tr>
<td>Smart Lighting Concept</td>
<td>$10,000</td>
</tr>
<tr>
<td>(with color changing LEDs)</td>
<td></td>
</tr>
<tr>
<td>Floor Refinish</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Can we elevate the pedestrian experience along Rodeo Drive to de-emphasize the car and re-emphasize the Walk?

Site Strategy / Rodeo Drive
The more permanent site furnishings (i.e. - concrete planters) occur at the edges of the block near the intersection, and the mobile furnishings towards the center of the block to maintain a sense of permeance and lightness. Seating clusters are fluid and not rigidly defined, blending seamlessly from one to the other.
A mixture of modular seating and LiteBrite elements are tilted to each other in angle to create a dynamic vantage point for the passerby.
In addition to new moveable site furnishings, sandblasting and scoring the existing concrete pavement adds texture, pattern and visual interest to the flooring plane.

Aerial View - Seating Cluster / Rodeo Drive
Modular seating provides flexibility for reconfiguration and spontaneity. Bold shapes give identity to create social space destinations.
Concrete planters bookend the intersection and provide opportunities for seating and landscape.
Modular seating provides flexibility for reconfiguration and spontaneity. Bold shapes give identity to create social space destinations.