

January 8, 2018



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 mmotahari@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

mmotahari@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 contact 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

Site Photos



Vicinity Map



LEGEND:
 (E) BISTRO SEATING LOCATIONS (24)

