

# Request for Qualifications

Seeking Design Consultant Services for Pioneer Square Parks and Gateways Project

## Summary

The Alliance for Pioneer Square requests **Statements of Qualifications** from design consultants to create a concept plan for the neighborhood's parks and gateways, along with a schematic plan for one of them.

The Alliance for Pioneer Square has been awarded a \$100,000 Neighborhood Matching Fund grant from the Department of Neighborhoods to work with community members to plan and design improvements for the community's parks and gateways, making them safe and welcoming for people of all walks of life. The Alliance for Pioneer Square has allocated up to **\$85,000** to hire a consultant with expertise in planning, urban design, and/or landscape architecture to facilitate community discussions, research past planning efforts, establish guiding principles, craft a parks and gateways concept plan, and create a schematic plan for one park or gateway. Statements of Qualifications are **due by 5:00pm PST, May 15<sup>th</sup> 2015**.

## Background

The Pioneer Square district is home to five city parks: Pioneer Square; Occidental Square; City Hall Park; Prefontaine Place; and Union Station Square. Each of these has a storied past and contributes to the lore of the historic neighborhood. Pioneer Square also has publicly-owned open-spaces, usually owned by SDOT, that function as parks or even more often as pedestrian paths or neighborhood gateways. Fortson Square and Occidental Mall are examples. Occidental Avenue between King Street and Edgar Martinez Drive and the intersection of Fourth Avenue South and Jackson Street are both gateways to the neighborhood.

Pioneer Square's parks and gateways were concerns in our neighborhood plans written in 1998 and 2010. Thanks to the efforts by residents, City departments and neighborhood advocacy organizations they've received helpful attention during the past 15 years—all noble efforts, some more successful than others. Unfortunately, our parks are still not parks-for-all and they don't feel inviting or welcoming. The "traditional" parks design—park benches, lawns, trees and sculptures—often lends itself to an "over-ownership" by individuals engaged in illicit behavior. Through redesign and augmented programming, the Alliance for Pioneer Square intends to create neighborhood parks that are inviting to all.

Parks and gateways are a major focus of our neighborhood planning process. More than seventy people attended the launch meeting in 2014; many expressed a concern for and interest in helping our public spaces. The stakeholder and design processes for our parks and gateways will be folded into the built environment component of the neighborhood planning process. Other components include: civility and safety, economic development, marketing cultural assets, and neighborhood capacity building.

**Successful Candidates** will demonstrate their ability through:

**Innovation** – Have used, or will use innovative approaches in community outreach and processes, and have demonstrated innovation in their concepts, designs, and ideas.

**Balance** – Be willing to balance innovation with historically appropriate design, community input, and cost effectiveness.

**Designing for People** – Creating design that is respectful to, and celebrates Pioneer Square as a place for people from all walks of life.

**Collaboration** – Should be able to work with all public agencies

## Scope of Work

The firm or team selected for this project will be working closely with Alliance for Pioneer Square Staff, a steering committee, the general public, local officials, and various stakeholders.

1. Research past, relevant planning efforts
2. Public Process:
  - a. Facilitate constituent and stakeholder input meetings
  - b. Prepare informational materials for community process events
3. Create conceptual plan for parks and gateways, pulling themes and inspiration from the community process and the community's input
4. Provide a schematic plan for one park or gateway, chosen through community process, and approved by the property owner. The schematic plan shall be understandable to a variety of targeted audiences, including: community members; City staff; construction contractors; City and neighborhood stakeholders

## Deliverables

The candidate selected will provide a concept plan for all parks and gateways in the Pioneer Square Neighborhood, and a Schematic Plan for one park and/or gateway, with detailed timeline and budget for implementation, chosen through input from the public process and approval of the property owner.

## Anticipated Schedule and Budget

1. Project Schedule:
  - a. Steering Committee and Community Meetings Early-Summer 2015
  - b. Conceptual Plan draft and revisions Summer 2015
  - c. Conceptual Plan complete Early-Fall 2015
  - d. Schematic Plan draft and revisions Fall 2015
  - e. Schematic Plan complete Winter 2015
2. Budget:
  - a. Up to \$85,000 in design consultant fees for this project. Funding comes from a grant from the City of Seattle Department of Neighborhoods Matching Fund. Grant funding to be managed by the Alliance for Pioneer Square.
  - b. An additional pool of \$5,000 is available for the logistics and execution of public meetings.

## Selection Process

The Alliance for Pioneer Square and the Parks and Gateways Steering Committee will use a two-step process for selecting a design consultant or design consultant team.

1. Evaluation of all firms submitting their qualifications. Statement of Qualifications will be scored based on evaluation criteria described below.
2. Top scoring firms will be invited to interview. The interviews will be an opportunity for consultants to clarify and/or expand on their team's qualifications, relevant experience and availability of key personnel.

## Evaluation Criteria

Selection of a design consultant will be based on the quality of the candidate's past work, and the approach to the Parks and Gateways Project. Consideration will be given to designers with demonstrated experience in community participation, and in park design and programming.

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|---------------------------------------|-----|
| 1. Overall quality of the submittal – | 25% |
| 2. Personnel qualifications –         | 30% |
| 3. Experience –                       | 30% |
| 4. Fit -                              | 15% |

## Submission Requirements

Successful Statements of Qualifications shall include the following:

1. **Letter of interest** – include contact person, mailing address, email address, and phone numbers
2. **Approach** –
  - a. Describe your firm or team's philosophy and community approach to projects of similar scope
  - b. Describe your firm or team's project management philosophy, particularly as it pertains to public process, and public spaces
  - c. Demonstrate familiarity and understanding of the desired processes and outcomes
3. **Project Staff** – Identification of lead principal/project manager for the project, all staff that will be assigned to the project and their respective roles. Include resumes of individuals to be directly involved in the project.
4. **Examples of work** – Complete or partial work samples involving similar types of projects and assignments. Clear indication of the roles of the firm and the individuals who were involved.
5. **Client Support** – A description of the type and level of support the consultant will require and/or expect from the Alliance for Pioneer Square through each phase of the project.
6. **References** – References for each of the projects cited above, including project name, client, and client's project manager or contact person.

## Guided Neighborhood Walkthrough

Applicants are welcome to attend a guided neighborhood walkthrough to experience and ask questions regarding the parks and gateways.

This walkthrough is scheduled for: April 23<sup>rd</sup> at 2:00pm beginning at the Alliance for Pioneer Square office. Use entrance at 105 S Main St.

## Deadline / Contact Information

Each applicant shall provide 4 hard copies and one electronic copy of their Statement of Qualifications to the following address by May 15th, no later than 5PM, PST.

Alliance for Pioneer Square  
310 1<sup>st</sup> Ave S, Ste #201  
Seattle, WA 98104  
Attn: Parks and Gateways Project RFQ

Please direct inquiries about this project and RFQ to:

Carl Leighty  
Public Realm Coordinator  
Alliance for Pioneer Square  
206.667.0687 ext.107  
carl@pioneersquare.org