

BOARD OF DIRECTORS

CHAIRMAN
Nabih Youssef

VICE CHAIRS
Tony Lucente
Timothy G. Psomas

SECRETARY
Miriam Jaffe

TREASURER
James Willson

CHAIRMAN EMERITUS
Albert C. Martin



MEMBERS

*David Abel
Edward J. Avila
Claire Bartels
Marvin Braude
Steven C. Crosby
Ronald F. Deaton
Michael M. De La Torre
Rockard J. Delgadillo
Linda Dishman
John Donner
William Fujioka
Hon. James K. Hahn
W. Roderick Hamilton
Miriam Jaffe
Marvin Kropke
Tony Lucente
Felicia A. Marcus
George Minter
**Katherine Moret
Jon Kirk Mukri
Timothy G. Psomas
Lisa Rawlins
*Georgia Rosenberry
Dan Rosenfeld
Valerie Shaw
Michael B. Sondermann
David N. Tokofsky
Corina Villaraigosa
James Willson
Adele Yellin
Nabih Youssef

PRESIDENT
Edward J. Avila

**CHIEF OPERATING
OFFICER**
Kevin Jew

**EXECUTIVE
ASSISTANT**
Nancy Lopez

VOLUNTEER
Georgia Feingold

* Past Chairman
** Past President

December 2, 2003

RE: **First Street (Avenida Primera) Streetscape Enhancements Plan
Request for Proposals (RFP)**

On behalf of Project Restore, I am pleased to offer you this Request for Proposals to prepare a First Street (Avenida Primera) Streetscape Enhancements Plan for the Civic Center area of downtown Los Angeles.

If you have any questions regarding this RFP, please feel free to call me or Kevin Jew at (213) 978-0283.

We look forward to discussing this opportunity with you and working together on the enhancement of downtown Los Angeles.

Sincerely,

Edward J. Avila
President

Attachments



First Street
(Avenida Primera)
Streetscape Enhancements Plan
Request for Proposals (RFP)
November 21, 2003

A. Summary

Project Restore is requesting proposals from a select list of qualified design firms to prepare a Streetscape Enhancements Plan for First Street (possibly to be called Avenida Primera) in the Civic Center District of downtown Los Angeles.

This Request for Proposals (RFP) solicits proposals for the preparation of a master plan, suitable for phased implementation, for the installation of public improvements along First Street and for the creation of a utilization strategy and design concept for the “Opportunity Parcels” adjacent to Los Angeles City Hall.

B. Background

The Los Angeles Civic Center has recently become the focus of significant public attention. New public investment in the Civic Center includes the refurbishment of historic Los Angeles City Hall and several major new projects, including the Caltrans District 7 Headquarters, Walt Disney Concert Hall, Cathedral of Our Lady of the Angels, Geffen Museum of Contemporary Art and Japanese American National Museum. Together, these projects are creating a true “Civic Center” for the diverse and dispersed communities of Los Angeles

These developments will soon to be joined by a new Federal Courts Building, the refurbished Los Angeles County Hall of Justice, a new Children’s Museum and other prominent buildings. All these projects are moving forward in conformance with the Los Angeles Civic Center Shared Facilities and Enhancement Plan (the “Ten Minute Diamond” Plan) that was drafted by the City and County of Los Angeles and adopted by the Los Angeles City Council in 1997. Among its provisions, the Ten Minute Diamond Plan calls for the development of a visually and functionally unified Civic Center as a comprehensive and attractive environment for conducting public business, allowing for public gatherings and providing public services.

A major implementation goal of the Plan was the enhancement of streetscapes within the Ten Minute Diamond area, especially First Street and Main Street. These enhancements will provide “linkages” between major Civic Center attractions such as the Music Center, Little Tokyo, the Historic Core and Union Station.

The Ten Minute Diamond Plan also emphasizes the importance of intergovernmental cooperation in the creation of an attractive pedestrian environment in a truly successful Civic Center for Los Angeles.

C. Scope

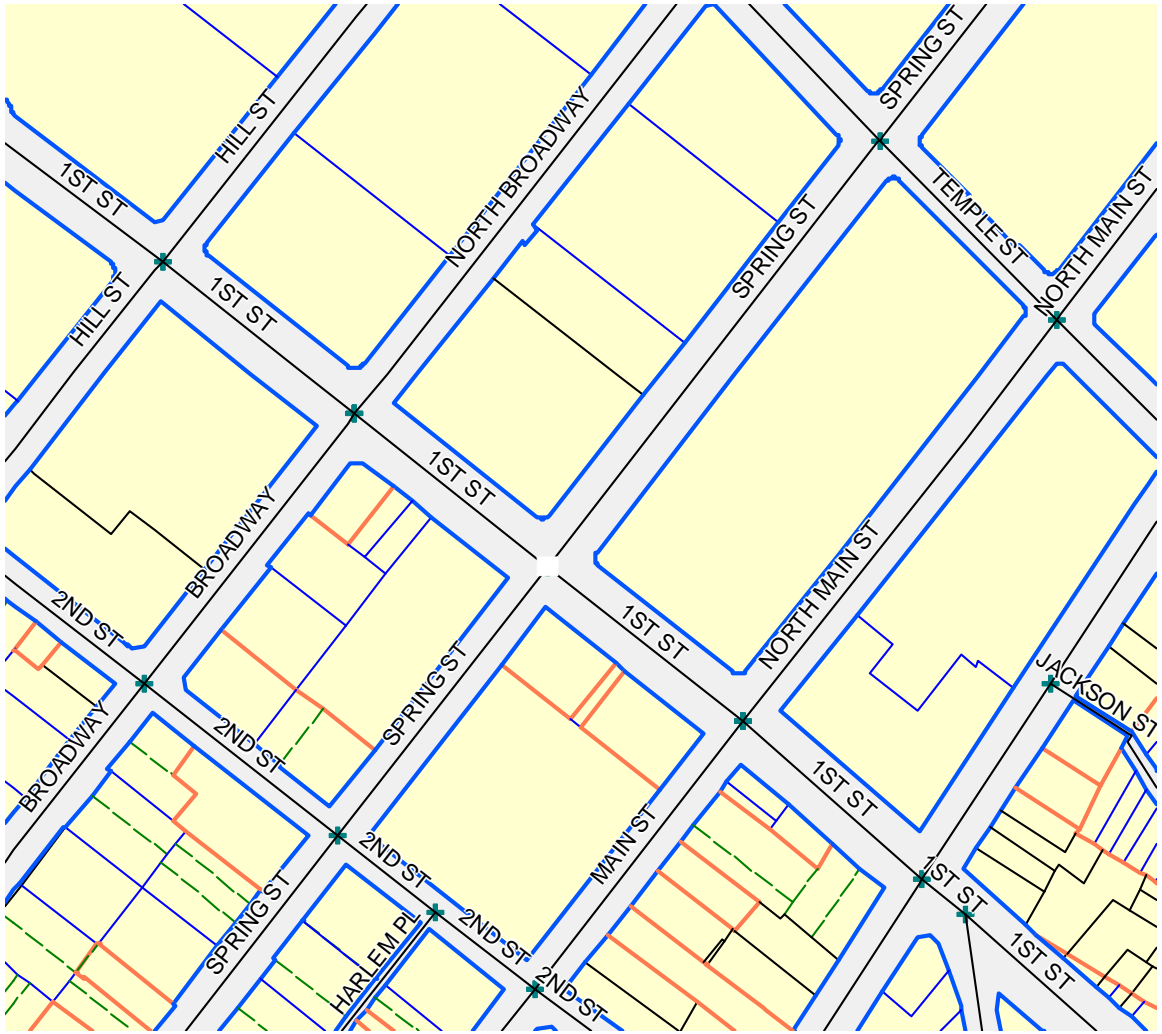
This Request for Proposals (RFP) is for the preparation of a Streetscape Enhancements Plan for the first phase of these linkages: the enhancement of First Street between Grand Avenue on the west and Alameda on the east, with a possible extension east to Mariachi Plaza (corner of First Street and Boyle Avenue).

It is anticipated the a second phase of work could include similar enhancements to Main Street between Terminal Annex on the north and Fourth Street on the south, thus improving the major east-west and north-south axis of the Civic Center. Possible additional phases of work could include enhancements to Temple and Spring Streets and other major thoroughfares in the Civic Center.

Included in the first phase (First Street) scope of work will be the creation of preliminary utilization strategies and design concepts for two “Opportunity Parcels,” the city blocks bounded by First, Los Angeles, Second and Main Streets (the “Civic Square” or “Old Caltrans” site) and the southern half of the block bounded by Temple, Spring and First Streets and Broadway (the “Old State Office Building” site).

The Streetscape Enhancement Plan must be practical, affordable and capable of implementation within the next few years.

See map next page.



D. Deliverables

This RFP is for the preparation of a plan which will include the following deliverables:

1. Statement of strategic overview, which will include...
 - A “vision” for First Street and the Opportunity Parcels
 - Specific streetscape enhancement goals

2. A Streetscape Enhancement Plan, to include . . .
 - Sidewalk paving materials
 - Trees and landscaping
 - Lighting
 - Street Furniture
 - Graphics
 - Identification of “Development Opportunity” sites along the street
 - Inventory of all projects occurring or planned along First Street
 - A cohesive strategy to incorporate the other occurring or planned projects along First Street into the Streetscape Enhancement Plan
 - Other features

3. Utilization Strategies and Design Concepts for the Opportunity Parcels

4. An implementation schedule, by phase if appropriate

5. A budget, by phase, including . . .
 - Hard costs
 - Soft costs

6. Presentation materials, to include . . .
 - A Summary Booklet (10 copies with plans, sections and at least three renderings)
 - A “Power Point” presentation

7. Technology - All materials submitted will become the property of Project Restore and may be integrated with the City’s virtual presentation program.

E. Proposals

Proposals should be succinct and include . . .

1. Qualifications

- Team members (firms and individuals)
- Relevant experience (proposed and completed projects)

2. Vision

- A brief “vision” for the enhancement of First Street and the Opportunity Parcels

3. Fee proposal

- Base fee
- Allowance for reimbursables

4. Schedule

- In months, with milestone dates

These four criteria will be weighted equally in the evaluation and selection process. Please note any subcontractors or collaborators that your team would like to include in its proposal. Project Restore reserves the right to add team members or combine elements of teams, with the consent of the proposers.

Project fee and schedule proposals should be provided for First Street and the Opportunity Parcel enhancements only, with an alternative for providing a similar enhancement plans for Main Street between Terminal Annex and Fourth Street.

F. Due date

Proposals must be submitted, with three copies, by **4:00pm on January 30, 2004** and should be delivered to Kevin Jew, Project Restore, 200 North Spring Street, Room 1633, Los Angeles, CA 90012.

G. Selection Process

The staff of Project Restore will review and evaluate proposals and make a recommendation to the Board of Directors. Interviews with all or some proposers may be requested. A selection is anticipated by March 12, 2004.

Project Restore reserves the right to modify any aspect of any proposal or to reject all proposals.

Questions should be directed to Kevin Jew at (213) 978-0283.

BOARD OF DIRECTORS

CHAIRMAN
Nabih Youssef

VICE CHAIRS
Tony Lucente
Timothy G. Psomas

SECRETARY
Miriam Jaffe

TREASURER
James Willson

CHAIRMAN EMERITUS
Albert C. Martin



December 9, 2003

MEMBERS

*David Abel
Edward J. Avila
Claire Bartels
Marvin Braude
Steven C. Crosby
Ronald F. Deaton
Michael M. De La Torre
Rockard J. Delgadillo
Linda Dishman
John Donner
William Fujioka
Hon. James K. Hahn
W. Roderick Hamilton
Miriam Jaffe
Marvin Kropke
Tony Lucente
Felicia A. Marcus
George Minter
**Katherine Moret
Jon Kirk Mukri
Timothy G. Psomas
Lisa Rawlins
**Georgia Rosenberry
Dan Rosenfeld
Valerie Shaw
Michael B. Sondermann
David N. Tokofsky
Corina Villaraigosa
James Willson
Adele Yellin
Nabih Youssef

ADDENDUM NUMBER 1
First Street
(Avenida Primera)
Streetscape Enhancements Plan
Request for Proposals (RFP)

This is Addendum Number 1 for the First Street (Avenida Primera) Streetscape Enhancements Plan, Request for Proposals (RFP)

Substitution of the first sentence of Section D. Deliverables with:

This RFP is for the preparation of a conceptual design that will include the following deliverables:

A replacement page is included for your convenience.

In addition, a pre-proposal meeting has been scheduled. The meeting will be held on:

Friday, December 5, 2003, 1:30 p.m.
Los Angeles City Hall, Room 1025
200 North Spring Street
Los Angeles 90012

PRESIDENT
Edward J. Avila

CHIEF OPERATING OFFICER
Kevin Jew

EXECUTIVE ASSISTANT
Nancy Lopez

VOLUNTEER
Georgia Feingold

* **Past Chairman**
** **Past President**

If there are any questions regarding this addendum, please contact Kevin Jew at 213.978.0283.

D. Deliverables

This RFP is for the preparation of a conceptual design that will include the following deliverables:

1. Statement of strategic overview, which will include...
 - A “vision” for First Street and the Opportunity Parcels
 - Specific streetscape enhancement goals
2. A Streetscape Enhancement Plan, to include . . .
 - Sidewalk paving materials
 - Trees and landscaping
 - Lighting
 - Street Furniture
 - Graphics
 - Identification of “Development Opportunity” sites along the street
 - Inventory of all projects occurring or planned along First Street
 - A cohesive strategy to incorporate the other occurring or planned projects along First Street into the Streetscape Enhancement Plan
 - Other features
3. Utilization Strategies and Design Concepts for the Opportunity Parcels
4. An implementation schedule, by phase if appropriate
5. A budget, by phase, including . . .
 - Hard costs
 - Soft costs
6. Presentation materials, to include . . .
 - A Summary Booklet (10 copies with plans, sections and at least three renderings)
 - A “Power Point” presentation
7. Technology - All materials submitted will become the property of Project Restore and may be integrated with the City’s virtual presentation program.

BOARD OF DIRECTORS

CHAIRMAN
Nabih Youssef

VICE CHAIRS
Tony Lucente
Timothy G. Psomas

SECRETARY
Miriam Jaffe

TREASURER
James Willson

CHAIRMAN EMERITUS
Albert C. Martin



December 9, 2003

MEMBERS

*David Abel
Edward J. Avila
Claire Bartels
Marvin Braude
Steven C. Crosby
Ronald F. Deaton
Michael M. De La Torre
Rockard J. Delgadillo
Linda Dishman
John Donner
William Fujioka
Hon. James K. Hahn
W. Roderick Hamilton
Miriam Jaffe
Marvin Kropke
Tony Lucente
Felicia A. Marcus
George Minter
**Katherine Moret
Jon Kirk Mukri
Timothy G. Psomas
Lisa Rawlins
**Georgia Rosenberry
Dan Rosenfeld
Valerie Shaw
Michael B. Sondermann
David N. Tokofsky
Corina Villaraigosa
James Willson
Adele Yellin
Nabih Youssef

PRESIDENT
Edward J. Avila

**CHIEF OPERATING
OFFICER**
Kevin Jew

**EXECUTIVE
ASSISTANT**
Nancy Lopez

VOLUNTEER
Georgia Feingold

* **Past Chairman**
** **Past President**

ADDENDUM NUMBER 2
First Street
(Avenida Primera)
Streetscape Enhancements Plan
Request for Proposals (RFP)

This is Addendum Number 2 for the First Street (Avenida Primera) Streetscape Enhancements Plan, Request for Proposals (RFP)

Substitution of the first paragraph of Section C. Scope with:

This Request for Proposals (RFP) is for the preparation of a Streetscape Enhancements Plan (conceptual design) for the first phase of these linkages: the enhancement of First Street between Grand Avenue on the west and Mariachi Plaza (corner of First Street and Boyle Avenue) on the east.

Addition of the following sentence to Section D. Deliverables:

An electronic copy of the entire proposal, including presentation materials, must be submitted on a compact disc (CD).

Replacement pages are included for your convenience.

If there are any questions regarding this addendum, please contact Kevin Jew at 213.978.0283.

C. Scope

This Request for Proposals (RFP) is for the preparation of a Streetscape Enhancements Plan (conceptual design) for the first phase of these linkages: the enhancement of First Street between Grand Avenue on the west and Mariachi Plaza (corner of First Street and Boyle Avenue) on the east.

It is anticipated that a second phase of work could include similar enhancements to Main Street between Terminal Annex on the north and Fourth Street on the south, thus improving the major east-west and north-south axis of the Civic Center. Possible additional phases of work could include enhancements to Temple and Spring Streets and other major thoroughfares in the Civic Center.

Included in the first phase (First Street) scope of work will be the creation of preliminary utilization strategies and design concepts for two “Opportunity Parcels,” the city blocks bounded by First, Los Angeles, Second and Main Streets (the “Civic Square” or “Old Caltrans” site) and the southern half of the block bounded by Temple, Spring and First Streets and Broadway (the “Old State Office Building” site).

The Streetscape Enhancement Plan must be practical, affordable and capable of implementation within the next few years.

See map next page.

D. Deliverables

This RFP is for the preparation of a conceptual design that will include the following deliverables:

1. Statement of strategic overview, which will include...
 - A “vision” for First Street and the Opportunity Parcels
 - Specific streetscape enhancement goals
2. A Streetscape Enhancement Plan, to include . . .
 - Sidewalk paving materials
 - Trees and landscaping
 - Lighting
 - Street Furniture
 - Graphics
 - Identification of “Development Opportunity” sites along the street
 - Inventory of all projects occurring or planned along First Street
 - A cohesive strategy to incorporate the other occurring or planned projects along First Street into the Streetscape Enhancement Plan
 - Other features
3. Utilization Strategies and Design Concepts for the Opportunity Parcels
4. An implementation schedule, by phase if appropriate
5. A budget, by phase, including . . .
 - Hard costs
 - Soft costs
6. Presentation materials, to include . . .
 - A Summary Booklet (10 copies with plans, sections and at least three renderings)
 - A “Power Point” presentation
7. Technology - An electronic copy of the entire proposal, including presentation materials, must be submitted on a compact disc (CD). All materials submitted will become the property of Project Restore and may be integrated with the City’s virtual presentation program.