

Request for Qualifications: Melrose Promenade Visioning Project

Send submittals to melrosepromenade@gmail.com by 6:00pm PST on 10/31/12

Background and Context

The Melrose Promenade Project is a community-driven effort that aims to transform Melrose Avenue, Melrose Avenue East, and nearby public open spaces from an underutilized freeway frontage road into a vibrant and visually stunning promenade. The project was initially conceptualized in 2010, and has since been refined through conversations with neighbors, property owners, community organizations, and stakeholder agencies.

Bounded by Pike Street on the south and Lakeview Boulevard to the north, Melrose provides some of the best views of Seattle below and the Puget Sound and Olympic Peninsula beyond. The grand staircases that terminate at Melrose also offer a glimpse of the pre-Interstate 5 connections between Capitol Hill, South Lake Union, the Cascade neighborhood, and Downtown Seattle. As a transportation corridor, Melrose provides a unique function within - and connection to - the Capitol Hill and First Hill neighborhoods. The street occupies the lowest point on the Hill and thus serves as the flattest option for walking and biking from Lakeview Boulevard and the Lakeview Overpass to the Pike/Pine commercial district to the south.

In summer 2012, Central Seattle Greenways (CSG) and the Melrose Promenade Advisory Committee (MPAC) were awarded a \$20,000 Neighborhood Matching Fund (NMF) grant to conduct community outreach, lead a community planning process, and develop a concept plan for the Melrose corridor, with particular emphasis on the northern section of the corridor. CSG and MPAC have allocated \$13,200 to hire a consultant with expertise in planning, urban design, and/or landscape architecture to lead a series of three public meetings, develop draft concepts for the corridor, coordinate with members of the public, and produce a plan that outlines the community's vision for the corridor.

To date, the MPAC has garnered neighborhood support for the Promenade by coordinating a number of community outreach and engagement events. Beginning in June 2012, MPAC initiated a series of Muffins on Melrose events on the first Friday of every month to spread the word about the project and engage neighbors. Concurrently, the MPAC organized a series of Melrose cleanups on the second Sunday of each month. Both events have since been repeated on a monthly basis through the present. The project has also secured private sector support - including financial contributions - as well as support from stakeholder agencies (Seattle Department of Transportation, Washington State Department of Transportation, Seattle Parks and Recreation, Seattle Department of Neighborhoods, etc.), nonprofits and community organizations (Seattle Parks Foundation, Central Seattle Greenways, Sustainable Capitol Hill, Capitol Hill Community Council, Capitol Hill Chamber of Commerce, Stewardship Partners, Feet First, Capitol Hill Housing, Bellwether Housing, and others).

This grant-funded community planning and design process will result in a vision plan for the entire Melrose Promenade corridor that includes a set of recommended improvements, design concepts, rough order of magnitude (ROM) cost estimates, potential funding sources (Parks Opportunity Levy, NMF, etc.) and a phased implementation strategy.

More information about the Melrose Promenade project is available at:
<http://www.facebook.com/MelrosePromenade>
www.melrosepromenade.com

Timelines and Deliverables

The consultant will be expected to utilize and coordinate with members of the public to maximize the significant community skills and resources that are engaged in the Melrose Promenade project. Specific deliverables and deadlines are as follows:

- Coordinate, prepare for, and lead a walking tour of Melrose with the MPAC and staff from Seattle Department of Neighborhoods, Department of Transportation, and the Parks Department.
- Analyze existing data and plans
- Coordinate, prepare for, and lead a kick-off community meeting to formally introduce the project to the public and garner input on planning, design, and vision concepts, objectives, and goals for the corridor. Preparation should include developing preliminary visual materials for use in the kick-off community meeting. Based on feedback from the kick-off meeting, public comment (conversations at Melrose Cleanups or Muffins on Melrose events, MPAC meetings, website and Facebook posts, etc.), and MPAC and stakeholder review, develop a summary report of DRAFT recommendations and vision concepts for the corridor.
- Coordinate, prepare for, and lead a second community meeting. At the meeting, present the planning, design, and vision concepts, objectives, and goals distilled from the first meeting and related conversations. Solicit community feedback on the DRAFT recommendations and vision concepts for further refinement. Based on feedback from the second meeting, public comment, and MPAC and stakeholder review, refine the DRAFT recommendations and vision concepts and produce a PRELIMINARY corridor vision plan that details community-preferred recommended improvements, corridor design concepts, rough order of magnitude (ROM) costs, and a phased implementation strategy.
- Coordinate, prepare for, and lead a third and final community meeting. At the meeting, present the PRELIMINARY corridor vision plan, including descriptions of the community-preferred recommended improvements, corridor design concepts, ROM costs, and a phased implementation strategy. Based on feedback from the third community meeting, public comment, and MPAC and stakeholder review, produce a FINAL corridor vision plan that details community-preferred recommended improvements, corridor design concepts, ROM costs, and a phased implementation strategy.

- Oversee implementation of any immediately actionable community-preferred recommended improvements, which may include plantings, pavement markings, signage, “gateway” identifiers, benches, etc. Coordinate all hardscape improvements with the appropriate agencies and organizations. Immediately actionable community-preferred recommended improvements may be implemented at any logical point during the project’s duration.

Project Timeline

1. Advertise for consultant (October 2012)
2. Hire consultant (November 2012)
3. Background and existing conditions research (November/December 2012)
4. Meetings with stakeholder agencies and organizations (December 2012)
5. Kick-off community meeting (January 2013)
6. Summary report of DRAFT recommendations (January 2013)
7. Advisory Committee and stakeholder review period (January 2013)
8. Second community meeting (February 2013)
9. Produce PRELIMINARY vision plan (February 2013)
10. Advisory Committee and stakeholder review period (February 2013)
11. Third and final community meeting (March 2013)
12. Produce FINAL vision plan. Submit eight (8) hard copies and digital version of FINAL vision plan to MPAC (March 2013)

Submittal Requirements

To submit your qualifications to be considered for this project, please provide the following items:

1. A one-page letter of interest summarizing your understanding of the Melrose Promenade project, its goals, and your interest in leading this community planning and visioning process.
2. Company profile, including size, experience, number of years in business, summary of key staff who will be involved in the project, and the project contact/ lead within your company;
3. Description of your company’s experience successfully delivering community-driven projects of a similar scope, scale, and nature, including project descriptions, locations, and dates of completion.
4. Description of your company’s familiarity with the City of Seattle’s (Department of Transportation, Department of Neighborhoods, and Parks) and WSDOT’s processes and policies;
5. Three professional references;

Submittals must be received no later than 6:00pm PST on October 31, 2012. Supplementary materials submitted after this deadline will not be reviewed unless requested by the Hiring Committee.

The submittal shall be limited to eight pages including text, graphics, and letter of interest.

Email submittals to:

melrosepromenade@gmail.com

Submittals will be evaluated based on the quality of responses to the Submittal Requirements. Top firms will be contacted for interviews, and final selection will be based on the combined results of the consultant submittal, qualifications, interview, and ability to meet the community needs within the project constraints.

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