



**CITY OF SANTA MONICA  
CALL FOR DESIGNERS  
Creative Crosswalk Pilot for Downtown Santa Monica**

**Issue Date: June 21, 2016**

**Proposals Due Date: June 30, 2016, 2:00PM**

**DESCRIPTION**

The City of Santa Monica is seeking a creative designer or team to design and install graphics for pedestrian crosswalks at 1-2 intersections in Downtown Santa Monica. The selected designer shall create 3 concept design variations for Creative Crosswalks that reflect the unique site, as well as the identity, diversity, culture, and/or history of Downtown Santa Monica. Final design, materials and installation methods will be determined in collaboration with City staff. Maintenance of the approved graphics will be the responsibility of the City. The pilot should use surface treatments that are easy to install such as paint or stencil, and are cost effective. Installation costs (all materials, labor, etc.) should be included in the proposal as a line item.

**BACKGROUND**

The City of Santa Monica has recently completed the Colorado Esplanade and Exposition Light Rail station improvements on Colorado from 5<sup>th</sup> Street to Ocean Avenue. The Exposition Light Rail is a \$1.5 billion regional investment in light rail that reconnects Santa Monica with Downtown Los Angeles and vice versa. Ridership on the new Expo Line has been strong from its first days, showing the demand for new mobility options and access to places that encourage walking and active, complete and accessible streets. Complementing the Expo Line, is the Colorado Esplanade, a multi-year planning and construction project that includes new landscaping, lighting, street furniture, street resurfacing, and pedestrian scrambles to connect the Expo Station to Downtown Santa Monica and the Pier. The Colorado Esplanade, designed by Peter Walker Partners, included specially-designed crosswalks/scrambles at the intersections of 4<sup>th</sup> Street and Colorado Avenue, and Ocean and Colorado Avenues. A scramble has also been installed at Colorado Avenue and Main/Second Street.

In June 2016, the City is beginning operation of 9 additional “scramble” or all-way pedestrian crossings on Second and Fourth Streets (Broadway to Wilshire Boulevard, including Wilshire and Third Streets). Additionally, in the 1990s, the City installed a Transit Mall on Broadway and Santa Monica Boulevard that included decorative treatments at Second and Fourth Streets.

The Santa Monica GoSaMo mobility campaign and draft Downtown Community Plan both encourage active walking, biking and transit within the City and particularly in Downtown Santa Monica where transportation options are the most robust. The draft Downtown Community Plan highlights the value of placemaking in the City’s public streets where artistic elements can add to the experience of, and delight in, public spaces. Additionally, the City recently adopted a Pedestrian Action Plan that prioritizes the visibility, safety and comfort of pedestrians. Downtown is the City’s highest demand and volume pedestrian environments.

The Creative Crosswalk pilot project will be at additional intersections throughout Downtown to enhance the Downtown pedestrian and street experience for people, and draw from the new work around the light rail station at 4<sup>th</sup> and Colorado.

### **SCOPE OF WORK**

The City of Santa Monica is seeking a designer or design team to design and install graphics for pedestrian crosswalks at 1-2 intersections in Downtown Santa Monica. One of the targeted intersections is Second Street and Arizona Avenue. The selected designer or team shall create 3 concept design variations for Creative Crosswalks that reflect the unique site, as well as the identity, diversity, culture, and/or history of Downtown Santa Monica. The selected designer or team shall complete final design, materials selection and identification of installation methods in collaboration with City staff. Installation costs should be included in the proposal as a separate line item.

The crosswalk scramble designed graphics must be within the standard crosswalk markings; enhancing and creating a unique identity to the streetscape while making the crossings safer for pedestrians. The scope of work for the selected designer/design team includes:

- Site observation and analysis
- Pre-design Meeting: meet with the City and selected stakeholders to discuss the project and ask questions.
- Development of Concept Design(s): 10 days
- Present Concept Design(s) & receive feedback on Concept Design(s)
- Development of Final Designs (one per location): 5 days
- Revisions and any changes necessary to receive final design approval of intersection striping plans. The City's traffic engineer must approve the selected design and installation.
- Produce final digital file of designs with description and notes, including design concept, final design, specifications and installation methods (flash drive plus a printed copy of each design). The City will retain the exclusive right to use the approved graphic design files in perpetuity for any similar application at any time without further compensation.
- Installation of the crosswalks, including the fabrication of stencils and other installation or procurement of materials and tools. *NOTE: The project installation work may be subject to prevailing wages which would require contractor/subcontractors to register with the California Department of Industrial Relations pursuant to SB 854.*

Project designs shall comply with the following basic regulatory parameters:

- All design features must be placed within the intersection. The intersection area begins 4 feet beyond the vehicle limit line on all approaches.
- All materials used shall conform to the latest version of the California Manual on Uniform Traffic Control Devices (MUTCD)
- Any colors used shall not conflict with MUTCD standards and must be approved by the City Traffic Engineer

The City will provide the temporary traffic control plan needed for design installation. Time should be allotted in the project schedule to prepare the plans in coordination with the selected designer/team.

Project cost proposals should identify all project costs, and must separate design and construction/installation costs. Note that construction/installation work is subject to prevailing wages which should be considered in the installation cost. Proposals should seek to be cost effective, with a target project budget of \$25,000 for 1-2 intersections.

## **SCHEDULE**

- Release Call: June 21, 2016
- Call Deadline June 30 @ 2:00 PM
- Selection Notification July 6, 2016
- Pre-design Meeting July 13-15, 2016
- Presentation of Concept Design July 21-22, 2016
- Final Design Due August 1, 2016
- Crosswalk Installation in August 2016

## **ELIGIBILITY**

Designers that have experience and completed projects in the Los Angeles County area.

## **SELECTION**

The designer will be selected based on the submitted proposal, cost, application and images of completed project samples. Selection will be through the City's established process based on experience, creativity, timeliness and references.

## **SUBMISSION: Deadline for proposal submissions is June 30, 2016 at 2:00 PM.**

Please submit the following:

- Cover Letter: Describe interest in the project and ability to complete the project.
- CV/ Resume: 2-page maximum
- Work Samples: A minimum of ten (10) / maximum of twenty (20) digital images of completed projects. Include a short summary of each project.
- Project approach/work plan and engagement strategy.
- Project cost proposal, including line item for installation.
- Identification of key personnel, and minimum of 3 references.

Please submit 5 hard copies to the City Contact address, and one digital copy in PDF format (submitted on a flash drive or emailed by the deadline to City Contact)

## **PROPOSAL FORMAT**

As part of Santa Monica's Sustainable City Program to promote waste reduction and resource conservation, please use the following guidelines:

- Print on 100% post-consumer waste recycled content or tree free paper. Minimum guidelines for recycled content are:
  - 20 lb. paper – 100% post-consumer recycled content.
  - Color bond paper; cover stock – minimum 30% post-consumer recycled content.
  - Glossy paper – minimum 15% post-consumer recycled content.
- Double-side all copies.
- Avoid the use of binders, plastic covers or dividers.

## **CITY CONTACT**

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We look forward to hearing your creative ideas for Santa Monica crosswalks. Thank you!