

REQUEST FOR PROPOSALS CITY OF CAPITOLA



ARCHITECTURAL/DESIGN PEER REVIEW SERVICES FOR THE CAPITOLA MALL REDEVELOPMENT APPLICATION

City of Capitola
420 Capitola Avenue
Capitola, CA 95010

ISSUE DATE:
September 3, 2019

DEADLINE FOR SUBMISSION:
September 20, 2019

CONTACT:
Katie Herlihy, Community Development Director
(831) 475-7300 ext. 216
kherlihy@ci.capitola.ca.us

Request for Proposals (RFP) for Architect and Landscape Architect Services for Peer review of the Capitola Mall redevelopment application.

RELEASE: September 3, 2019

Proposals are due Friday, September 20, 2019, at 4 pm.

I. Introduction

The City of Capitola is inviting proposals from interested and qualified Architecture Design Firms to provide comprehensive peer review of the proposed site plan and design of the Capitola Mall redevelopment application. On August 27, 2019, the City received a Planned Development application from Merlone Geier Partners to redevelop the existing Capitola Mall. The mall site is comprised of approximately 46 acres and 722,000 square feet of retail space. The largest property owner, Merlone Geier Partners owns approximately 68 percent (31 acres) of the total site. The project includes demolishing the main interior spine of the mall and Sears building and creating a new open-air town center with a new street grid pattern through the site. Target, Macy's and Kohls, three major retailers within the existing mall, are retained and incorporated into the site design. As proposed, the project will introduce a mix of new retail and entertainment space (339,131 square feet) and 637 new dwelling units (784,074 sf).

Within the City of Capitola, all multifamily housing and commercial development projects require a design permit with peer-review by city-contracted design professionals. The discretionary design review process was created to ensure that new development exhibits high quality design that enhances Capitola's unique identity and sense of place. The process is also intended to ensure that new development and uses are compatible with their surroundings and minimize negative impacts on neighboring properties.

Acquiring a design permit is two-step process. The first step is preliminary design review by city-contracted design professions, including a landscape architect and architect. This first step in the design review process provides applicants with preliminary recommendations from a landscape architect and architect prior to Planning Commission review. The second step is Planning Commission review during a public hearing.

In 2014, the Capitola City Council adopted the General Plan Update to replace the city's previous 1989 General Plan. The General Plan includes goals to maintain and enhance Capitola's distinctive identity and unique sense of place. Policies and actions outlined in the general plan emphasize the need for quality design through design review and guidelines to ensure the visual character of the community is enhanced and the unique coastal community is preserved within new development applications. Importance is placed not only on the design of the buildings but also on the public realm. The General Plan envisions vibrant and inviting commercial and mixed-use areas which are designed to create a safe and interesting experience for pedestrians. The General Plan creates a vision of future mall redevelopment with policies supporting phasing, parking lot development, relocation of the metro center, and introduction of new interior streets and public gathering places.

In 2018, the Capitola zoning code was updated with a modified design review process outlined in chapter 17.120. The purpose of the design review process is to provide recommendations to the applicant on the design of the project based on design review criteria in section 17.120.070. The role of

the city-contracted architect and landscape architect is to review development applications for compliance with the design criteria and play an advisory role to staff to bring applications into compliance with the criteria. The 19 design criteria include all aspects of site planning and design.

Currently the City of Capitola is operating under two zoning codes. The Capitola Mall site is located outside the coastal zone and is subject to the modified design review process. The City is seeking an architect/landscape architect firm to peer review the Capitola Mall planned development application relative to the General Plan and 19 design criteria outlined in the code.

I. Role of Architectural Services

The City of Capitola is inviting proposals from interested and qualified Architecture/Landscape Architecture firms to provide comprehensive peer review of the Capitola Mall planned development application. The City expects to conduct up to two reviews of the Planned Development application prior to formal review by Planning Commission. The first review would be incorporated into the City's conceptual review process. Planned Development applications are required to first be reviewed conceptually by the Planning Commission and City Council to receive preliminary feedback on the concept prior to full application. Although the conceptual review process does not require peer design review, the City will recommend such review to the applicant to get early feedback on the design prior to official application. The first review of the conceptual review application will be completed in October of 2019. The second review will occur upon complete submittal of an official Planned Development application.

The peer review of the proposed site layout and design is critical to assure that the new Capitola Town Square achieves the vision of the General Plan of a vibrant and inviting commercial and mixed-use area. The architectural firm shall review the project to ensure the proposed scale and building articulation creates an aesthetic that is interesting and safe from the pedestrian experience. The overall design and architecture should be reviewed for authenticity with a connection to Capitola, a beach community along the Monterey Bay. Design review will include analysis of buildings as well as the design of the sidewalks, streets, bike paths, public gathering areas, common areas of residential, and site landscaping.

The selected consultant shall peer review the Capitola Town Square (previously Capitola Mall) application for the City of Capitola. Types of services to be provided include:

1. Peer review design permit application to ensure conformance with the design criteria established in Capitola Municipal Code section 17.120.070 (Attachment 2) and the Capitola General Plan.
2. Provide written summary of recommendations on the design based on the design review criteria and general plan guidance. May include simple sketches to illustrate recommended changes in addition to the written summary.
3. The written summary of recommendations is due at the time of the meeting. Attendance may be in person or via telecommunications depending on the complexity of the project.

II. Architect and Landscape Architect Requirements

The architectural firm must be willing to work collaboratively with the City's project planner. The city is seeking an architectural firm with the following qualifications:

1. Experience blending public and private objectives in design, appearance, and function to ensure a development fits within the community vision and the goals of the property owner.
2. Experience designing authentic, vibrant, dynamic, and appealing mixed-use and multi-family developments.
3. Qualifications and experience with peer review of other design work to ensure quality design in the site layout, public realm, and architecture.
4. Design professionals on a team should include a registered architect and/or a registered landscape architect.
5. Familiarity with the City of Capitola, the Capitola General Plan, and the design criteria for a design permit.

III. Terms of Contract and Selection.

Selection will be based on review of proposals presented in the submittal, matching skills with the needed expertise, and may include an interview process. The evaluation will consider technical approach, including project understanding, scope of work, overall project team, staff-hour allocation per task and fee schedule. The City will make selection decisions on the basis of relevant experience, past performance, presentation skills, availability, billing rate and the best alignment of specific skills and experience with specific project needs. At the completion of the proposal review, the panel may elect to invite the top scoring firms to make a presentation at no cost to the City. The City may request Best and Final offers. Based on the presentation and the Best and Final offers, if requested, the panel will select the proposal that best fulfills the City's requirements. The City may negotiate with that firm to determine final pricing and contract form. There will be no public opening and reading of proposals.

Selected consultant must be willing to accept the terms included in the City's standard professional services contract (attached).

Pursuant to the City's Purchasing Policy for Professional Consultants, price alone will not dictate selection.

IV. Response Requirements

Please submit the following (max length 10 pages)

1. Cover letter describing specific qualifications related to above services.
2. Brief consultant biography.
3. Qualifications and examples of relevant multi-family, mixed-use, and commercial projects or writing sample of peer review.
4. In a separate sealed envelope, provide a Cover Letter and Fee Summary. The fee summary should contain the following:
 - Name of the firm
 - Certification that the person signing the fee proposal is authorized to represent the firm.
 - Rates for partners, specialists, supervisors, and staff as well as hours anticipated for each.
 - Payment terms.
5. Three references (preferably from both public and private sector).

Please submit three copies of Proposal, clearly marked on the outside “Architectural Services Capitola Mall Proposal”

Proposals will be accepted in person, by United States Postal Service, United Parcel Service, or by private courier service. Proposals **will be accepted until September 20, 2019, at 4:00 p.m.** No qualification will be accepted by oral communication, telephone, electronic mail, or facsimile transmission. Proposals may be withdrawn prior to the time set for closing. Any proposals received after the time set for closing will be rejected.

In order to ensure that all interested firms have access to the same information, all questions must be submitted by email prior to September 18, 2019, to the Community Development Director, Katie Herlihy, at kherlihy@ci.capitola.ca.us. Responses to questions will be posted on the City website.

Please submit your Proposals to the attention of:

**Katie Herlihy
Community Development Director
City of Capitola
420 Capitola Avenue
Capitola, CA 95010
(831) 475-7300 ext. 216**

V. SUPPORTING MATERIALS

1. Project graphics from application
2. Capitola Zoning Code Chapter 17.120 “Design Permits”
3. City Standard Contract