



**West Village  
District Management Association, Inc.**

**October 2, 2023**

**REQUEST FOR PROPOSALS**

**Streetscape Master Plan Design Services**

## 1. SUMMARY

The West Village District Management Association, Inc. (“WVDMA”), a not-for-profit 501(c)(3) corporation that manages the West Village Business Improvement District (“WVBID”), is accepting proposals from qualified firms to conduct a comprehensive study and implementation plan (the “Plan”) of 7<sup>th</sup> Avenue South’s streetscape and public realm in the West Village Business Improvement District area (the “District”; see map in Attachment A).

We are seeking an inter-disciplinary consultant team (urban design, landscape architecture, etc.) to prepare a **streetscape design masterplan** for the 7<sup>th</sup> Avenue South corridor, from Greenwich Ave. to Clarkson/Carmine Streets. This master plan will guide all design and treatments for the corridor, to be phased in over the next few years. Therefore, we are interested in a conceptual plan that includes both short- and long-term strategies, a toolkit of street furniture, a catalog of amenities and planting elements, and the approximate costs for implementation and expected annual maintenance.

Our ultimate objective for the plan is to clearly define the character of 7<sup>th</sup> Avenue South, encourage pedestrian activity, and create an enjoyable, aesthetically pleasing urban experience with enhanced connections between the east & wide sides of the District. The Consultant is expected to analyze current conditions, engage the community, create a unifying vision and urban design framework, and develop a streetscape implementation and maintenance plan for immediate and long-term enhancements. The selected firm will work closely with WVDMA to create design plans and obtain approvals from the relevant city agencies.

We invite your firm to submit a proposal to us by **Wednesday, November 8<sup>th</sup>** for consideration. The budget for this contract is **\$75,000**. However, bids in excess of the budgeted amount may be considered. A description of our organization, the services requested, and other pertinent information follows.

## 2. BACKGROUND

### ***About the West Village District Management Association.***

The WVDMA is a 501(c)3 not-for-profit organization formed in 2022 under Article 19-A of the New York State General Municipal Law which governs Business Improvement Districts. The WVDMA is responsible for overseeing the programs and services of the West Village BID - New York City’s newest BID.

WVDMA is an alliance of businesses, property owners, residents, and institutions dedicated to enhancing the West Village’s vitality and public realm. The WVDMA acts as a steward of the neighborhood and advocates for continued enhancements on behalf of property owners, businesses, and residents. The District encompasses the core of the West Village, containing over 30 city blocks, 450 properties, and 300 businesses. The BID’s annual operating budget is paid via an assessment on commercial and residential property within the district. In return, the WVDMA provides services through the following core program areas:

- **Cleanliness, Maintenance & Safety:** maintain a welcoming and clean environment through supplemental sanitation services, graffiti and sticker removal, upkeep of street furniture, and the implementation of public safety strategies that collectively enhance the quality of life in our area.
- **Marketing and Promotion:** The BID helps advance the narrative of the neighborhood by promoting the area’s unique character and attractions through strategic marketing initiatives, local partnerships, and distinctive events that keep the West Village fresh, exciting, and top-of-mind for both residents and visitors.

- **Streetscape Improvement:** Our beautification efforts encompass streetscape enhancements that make the West Village a visually appealing and inviting place.
- **Economic Vibrancy:** Support the local economy by developing programs that provide resources, training, and marketing support to local, independent businesses.
- **Placemaking:** Transform public areas into vibrant spaces through the integration of art, culture, and engaging activities that foster a strong sense of place and community character.

Additional details on the West Village BID can be found at [www.westvillagebid.org](http://www.westvillagebid.org).

### ***7<sup>th</sup> Avenue South Dynamics***

7th Avenue South is a major southbound thoroughfare in the West Village area, starting at Greenwich Ave. before transitioning to Varick Street south of the Clarkson Street/Carmine Street intersections. 7th Avenue South between Greenwich Ave and Clarkson Street/Carmine Street typically has three southbound travel lanes with varying left and right turn bays and a protected bicycle lane along the east curb. The avenue is a major southbound access route to the Holland Tunnel, facilitating traffic entering and exiting the Tunnel. It is also a major transit corridor served by the 1 New York City Transit subway line and the M20 bus route.

Seventh Avenue was extended southward in 1919 from Greenwich Avenue by cutting through the blocks to the south of it. This process left many buildings either sliced off at the corners or cut in two and an array of small, triangular-shaped lots. This portion of the Avenue, in addition to those apartment houses which remained after cutting through the Avenue, has a large percentage of one and two-story buildings with stores. This process created a heterogeneous, disordered streetscape.

The character of the Avenue is largely commercial and, as such, it serves the surrounding residential community. Christopher Park and the 1 train MTA subway entrances are conspicuous features at mid-point on the east side of the Avenue giving a feeling of openness. The Avenue's bifurcation of the neighborhood has created small pocket parks on the east and west sides of 7<sup>th</sup> Ave South – notably at Bedford, Morton, Grover, and Waverly Pl.

Christopher Park, at the juncture of 7<sup>th</sup> Avenue South, Christopher Street, and Grove Street, is a historic community park located immediately across the street from the Stonewall Inn. The Park has served as an important site for the LGBTQ community both before and after the events surrounding the Stonewall Uprising. Divided into two halves, the western side of the park is open to the public daily and contains a small plaza lined with brick pavers and benches. George Segal's sculpture, "Gay Liberation," stands as a focal point of the plaza. The eastern half of the park contains a statue of Civil War General Philip Sheridan – the namesake of nearby Sheridan Square.

As one of the only public open spaces serving Greenwich Village west of 6th Avenue, Christopher Park has long been central to the life of the neighborhood and to its identity as an LGBT-friendly community. In 2016, the City of New York donated the title of Christopher Park to the federal government for the purpose of establishing a national monument to be administered by the National Park Service. Stonewall is the first national monument to tell the story of the struggle for LGBT rights. A visitor's center is expected to open in 2024 at 51 Christopher to commemorate the Stonewall Rebellion. The anticipated opening of the visitors' center and the area's designation as a national monument, it is expected more foot traffic will be drawn to the area.

Right off 7<sup>th</sup> Avenue South and Grove Street lies Sheridan Square. A "viewing garden" sits in the center of this square - an elongated triangle of paved area at the intersection of West Fourth Street and Washington Place.

Despite the historical legacy of the corridor and the eccentric charm of the “quirky” corner buildings, the Avenue has had long-standing challenges with storefront vacancies, traffic congestion, wide pedestrian crosswalks, and desolate sidewalks, which have all contributed to an unwelcome pedestrian environment. The subway train underneath the avenue presents challenges to greening initiatives and tree planting due to the infrastructure constraints.

### 3. PROPOSAL GUIDELINES

This Request for Proposal (RFP) represents the requirements for an open and competitive process. Proposals will be accepted until **4:00 pm November 8, 2023**. Any proposals received after this date and time may not be considered at the discretion of the Executive Director. An official agent or representative of the company submitting the proposal must be the signatory.

Submissions shall be submitted electronically and addressed to:

**West Village BID**  
**Attn: Zach Owens, Executive Director**  
**Email: zach@westvillagebid.org**

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, costs included in proposals must include any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the subcontracting organizations.

Costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. The budget for this contract is **\$75,000**. However, bids in excess of the budgeted amount may be considered.

#### **PERTINENT DATES:**

- |                           |   |
|---------------------------|---|
| ■ October 2, 2023         | RFP Released                                |
| ■ October 23, 2023        | Deadline for Questions                      |
| ■ October 27, 2023        | Responses Distributed                       |
| ■ <b>November 8, 2023</b> | <b>PROPOSALS DUE</b>                        |
| ■ November 13 - 17, 2023  | Finalist Interviews (at WVDMA’s discretion) |
| ■ December 1, 2023        | Notice of Award                             |
| ■ December 18, 2023       | Contract Finalized                          |
| ■ January 3, 2024         | Project Start                               |

### 4. PROJECT PURPOSE AND DESCRIPTION

The WVDMA is seeking proposals from Landscape Architecture/Urban Design firms for the streetscape design and implementation plan for 7<sup>th</sup> Avenue South, between Greenwich Ave. to Carmine/Clarkson Streets. The goal of the plan is to create a visually cohesive streetscape with a distinct identity,

providing an aesthetically pleasing environment for property owners, commercial businesses, residents, and visitors, and to support and encourage pedestrian activity. The Plan will likely require extensive capital funds, review and approvals from public agencies and private stakeholders, and recommend alterations to the existing flow of pedestrians and vehicles along streets/sidewalks, lighting improvements, curb management strategies, and/or other improvements and sustainable enhancements to the district's infrastructure that will support BID operations, such as waste management.

Once completed, WVDMA expects that the Plan will be "shelf ready" – meaning it must be a "roadmap" for planning future improvements and sufficiently position the BID for capital improvement funding through City bond issuance and/or regular capital funding cycles from various city agencies. The final product shall include realistic estimates of the costs for a) building/installing the design elements, and b) the yearly maintenance of newly installed design components. For design elements that require annual maintenance, we encourage cost-effective, environmentally sustainable, and simple maintenance strategies. A professional construction estimator experienced with streetscape projects in New York City may be required for successful completion of this task. Consultant should make it clear in their proposal what their team's capacity is for making such estimates or whether they intend to subcontract out this task.

The selected Consultant will work closely with WVDMA to create the design plans and obtain approvals from relevant agencies. The Consultant shall be responsible for obtaining City approval for all elements in the plan, including preliminary and final approval from the necessary city agencies, such as the NYC Public Design Commission/Landmarks Preservation Commission.

The District intends to build out sections of the plan over the course of five to ten years as the BID attracts sufficient funds. The WVDMA will be deliberate about installing/completing projects that require minimal on-going funding for maintenance of future improvements.

The Consultant shall make recommendations for individual street furniture elements and plantings to be installed on sidewalks and in public spaces throughout the study area. The Plan should include recommendations and specifications for roadway, pedestrian, and building façade lighting throughout the study area in order to achieve safe and attractive lighting.

The planning effort will include coordination with the appropriate City agencies, Community Board 2, preservation advocates, local block associations, and other key neighborhood stakeholders. The Executive Director will manage the consultant team, with policy direction from the WVDMA board of directors and a stakeholder group that will likely include representatives from different City agencies, anchor institutions, property/businesses owners, and residents.

Additionally, the Consultant shall propose recommendations for near and short-term projects compiled into an action plan in coordination with WVDMA staff and key stakeholders. The near-term items shall be immediate low-cost interventions, including temporary demonstration projects, and short-term projects shall be implementable within two years.

## **5. OBJECTIVES**

1. The Plan aims to provide the WVDMA with creative design solutions and a detailed

narrative to:

- Establish a unique sense of place along the 7<sup>th</sup> Avenue South corridor while enhancing the overall public realm;
  - Creating a comfortable, inviting, and memorable experience for pedestrians;
  - Improving safety for all users of the corridor;
  - Improving and expanding people-focused public space and creating new opportunities for public life;
  - Supporting the activation and viability of storefront businesses;
  - Create cohesive, well-balanced outdoor dining parameters and design guidelines that balance the circulation of pedestrians with high-quality, historically contextual dining setups;
  - Transform the physical environment under a cohesive urban design, horticulture, and vision plan;
  - Create a safe and desirable pedestrian experience along the corridor and improve connections to east and west sides of the District;
  - Employ opportunities to creatively and appropriately pedestrianize and/or activate sidewalks, streets, open spaces, including Seasonal Street/Open Streets, outdoor dining, public art, and other placemaking elements (lighting, landscaping, shade structures, etc.);
  - Develop strategies for curb management, commercial vehicle loading/unloading areas, and calm vehicular traffic;
  - Present opportunities to integrate sustainable and resilient infrastructure solutions such as raised tree bed planters, permeable pavers, bioswales, and other stormwater management interventions;
  - Identify and site elements such as tree plantings, flower planters, tree guards, fixed and movable seating elements, waste containers, street lighting (roadway + pedestrian), building façade lighting, bollards, sidewalk and transit improvements.
2. Develop a phased implementation strategy, complete with a maintenance plan and budget, that considers New York City best practices including those outlined in the NYCDOT Street Design Manual and NACTO Design Guides.

## **6. SCOPE OF SERVICES**

### **A. General Requirements**

It is anticipated that the Consultant will provide the following services:

- a. Expertise with streetscape design in urban environments, including the selection of site-specific furnishings and plantings for sidewalks and pedestrian plazas;
- b. Expertise with lighting design for streets, sidewalks, and building facades;
- c. Preparation of all pertinent contract documents and necessary filings to any and all city/state agencies as required, including but not limited to the NYC Department of

- Transportation, NYC Department of Buildings, NYC Landmarks Preservation Commission, Public Design Commission and Community Board 2;
- d. Ability to manage the entire process, from design to reviews and approvals;
  - e. Ability to engage the West Village community throughout the lifecycle of the project, including interviewing key stakeholders, seeking feedback from WVDMA Board and committee(s), presenting potential urban design recommendations to the Community Board and other key community groups;
  - f. Assistance with the selection of additional consultants who may perform a variety of functions related to the projects listed in this RFP, including but not limited to landscaping, civil engineering, industrial fabrication, and maintenance providers; and
  - g. Ongoing coordination on behalf of WVDMA with additional consultants who may perform planning, design, installation, and maintenance services pertaining to this project and other streetscape beautification projects.

## **B. Program Requirements**

### ***Existing Conditions Analysis***

- The Consultant shall review existing public realm conditions and land use in the District as well as existing and recently completed plans, studies, and reports by governmental agencies, most importantly the District Vision Plan.
- The Consultant shall complete an assessment of roadway and sidewalk widths, noting existing storefront businesses and business type, the position of any fixed elements including but not limited to street trees, pedestrian ramps, street lights, newsstands, street furniture, waste receptacles, alarm boxes, etc. locations of building entrances and outdoor dining setups, curb management regulations, lighting, ADA issues, and drainage issues;
- The Consultant shall analyze the quality and connectivity of MTA subway and bus routes, , pedestrian circulation and connectivity, the bike network (including locations and usage of Citi Bike docks), commercial loading zones, truck routes, micro-mobility technologies, and existing traffic/vehicle movement patterns.
- Upon completion of preliminary assessment, conduct a site walk with WVDMA, key stakeholders and City staff to identify challenges and opportunities. Document the site walk with notes and photographs;
- Completion of lighting study to determine light levels along 7<sup>th</sup> Avenue South;
- Conduct observational studies of sidewalks, key intersections, and/or roadway sections to understand corridor usage, patterns, and other details that will inform potential design options;
- Document these existing conditions through a series of maps, diagrams, site photographs and narrative.

### ***Project Management & Community Engagement***

- The Consultant shall host at least one public design charrette to engage the West Village community on potential urban design recommendations in coordination with WVDMA. WVDMA will identify the

- meeting location, send out invitations, and promote the event;
- Interviews and meetings shall be conducted with key stakeholders as directed by WVDMA.
- The Consultant shall utilize public opinion and feedback collection tools to create a community-driven design proposal;
- The Consultant shall present the streetscape design concepts at up to three (3) community meetings in coordination with WVDMA. One of these meetings shall include Community Board 2;
- The Consultant shall meet no more than monthly with WVDMA’s streetscape working group to get direction on design concepts and gather feedback;
- The Consultant shall compile all materials (including the streetscape design master plan, action plan, budget and maintenance plan) in a full catalog with the site plans, and a presentation deck for reviews and approvals with the WVDMA board of directors, community, and relevant agencies and authorities;
- The Consultant shall be responsible for obtaining City approval for all elements in the plan, including preliminary and final approval from NYC DOT, NYC LPC, and the NYC Public Design Commission, subject to their guidelines and requirements;
- Consultant will participate in bi-weekly project team meetings (cadence to be adjusted as needed) to review project status, schedule, and coordination. Consultant to provide an agenda prior to each meeting and provide a meeting record after each meeting;

### ***Streetscape Plan***

- The Consultant shall develop a streetscape plan addressing the proposed physical improvements in the district with assistance and guidance from WVDMA staff, board members, and streetscape committee;
- The Consultant shall make recommendations for individual street furniture elements, and plantings (including trees) to be installed, and example photographs of the selected elements;
- The Consultant shall develop a menu of key elements to be used that establish 7<sup>th</sup> Avenue South as a distinct place, including wayfinding and identity signage, public art, and other public realm amenities;
- The Consultant shall make recommendations and provide specifications for 7<sup>th</sup> Avenue South lighting, fixtures, accent lighting, decorative lighting, and other temporary lighting that create visual interest and improve perceptions of safety;
- Develop up to three (3) photo simulations/renderings or other similar visual aids at key locations along the corridor to help stakeholders visualize the concept;
- The Consultant shall provide specifications for general conditions and installation of the street furniture elements for use in preparing bids for installation.

### ***Implementation Plan***

- Consultant shall provide line-item cost estimates for the menu of key urban design elements used in a typical 7<sup>th</sup> Ave South block, and installing each element recommended in the plan;
- Consultant shall provide a “phase-in” financing plan, potential funding sources, an estimate of annual maintenance costs;
- In addition to the longer-term streetscape plan, the Consultant shall propose recommendations for near and short-term projects compiled into a action plan that are immediate low-cost interventions,



including temporary demonstration projects, and other short-term projects shall be implementable within two years. The purpose of these short-term projects is to build momentum for capital build-out of the Streetscape Masterplan.

### C. Deliverables

The Consultant shall be required to provide the following deliverables in completion of this contract:

1. Existing conditions report;
2. Corridor streetscape CAD base map;
3. Summary of corridor lighting study;
4. District streetscape master plan
  - a) Identification of challenges & opportunities of the corridor
  - b) Details process, findings, vision, and key urban design principles and concepts
  - c) Scale drawings and basic street sections (10-15% design)
  - d) Catalog of recommended street furniture, amenities, wayfinding, and planting elements
  - e) Catalog of recommended street, sidewalk and building façade lighting elements
  - f) Three (3) eye-level renderings, perspective drawings, or other visual aids of proposed physical improvements
  - g) Drawings and specifications for all streetscape elements
  - h) Dimensioned plans for all street furniture and planting elements including trees and street lighting for every street segment on the corridor.
  - i) electronic database of digital maps
5. All survey and field data gathered;
6. Presentation deck(s) required for review and approval of the plan with the WVDMA Board of Directors, Community Boards, and City agencies including NYC DOT, and NYC Landmarks Preservation Commission;
7. Cost estimates for proposed improvements, furnishing and installing the street furniture, planting, and lighting elements in the plan;
8. “Phase-in” financing plan, potential funding sources, an estimate of annual maintenance costs;
9. “Action plan” of near-term tactical interventions to help WVDMA to realize the project;
10. Editable presentations of concepts and urban design elements used throughout the project.

## 7. SUBMISSION REQUIREMENTS

Cover Letter – Include a summary of your firm’s interest in this Plan and your understanding of the services and topics. Explain why your firm is best qualified to provide these services and outline any special capabilities or qualities that would distinguish your proposal. Include information for any required subcontracted consultants or firms.

Project Approach – Describe your methodological approach to the planning process based on your understanding of the project and the Partnership’s capabilities and needs. Include a framework for

community engagement and include any additional deliverables you've determined necessary.

Project Team / Personnel – Include resumes and work samples of the project lead, as well as others identified to work directly with the Partnership on this project.

Work Plan & Timeline – For each item under the Scope of Services, include the timeline for completing each, along with milestones and meetings with Partnership staff and other stakeholders.

Fee Proposal & Cost Schedule – Submit the costs of providing services and include projected staff hours for each component, along with a schedule of all project costs. Please include explanation of any costs.

Previous Projects – Submit 3-5 previous plans and include references for each with full contact information. Include start and completion dates, final costs, renderings/photos for the projects, and explanation of the project and how it relates to the proposed project.

WBE or MBE – Women-Owned Business Enterprises (WBE) and Minority-Owned Business Enterprises (MBE) are encouraged to submit proposals.

In addition to the five hard copy proposals delivered to the address above, an electronic proposal should be submitted to [zach@westvillagebid.org](mailto:zach@westvillagebid.org). WVDMA will not accept oral proposals.

Questions regarding the RFP must be in writing and should be directed to Zach Owens, Executive Director via e-mail ([zach@westvillagebid.org](mailto:zach@westvillagebid.org)). Questions should be submitted no later than October 23, 2023 at 5PM EST.

## 8. SELECTION PROCESS

WVDMA will review all proposals for completeness and compliance with this RFP. WVDMA may request such additional material as it deems necessary to assist WVDMA in making an informed decision.

After conducting an initial review of the proposals, WVDMA may narrow the list of contenders down and request follow-up conversations or an in-person site visit. A notice of WVDMA's final decision will be provided to all respondents once a final decision is made.

WVDMA may award a contract to the firm whose proposal is deemed to be most advantageous to WVDMA, at WVDMA's sole discretion. WVDMA reserves the right to reject submissions; to postpone, amend and/or cancel this RFP or specific projects contained within; require supplemental information; and/or negotiate or hold discussions with any firm.

WVDMA shall not pay any costs incurred by any firm in responding to this RFP. The review or selection of a submission will create no legal relationship or equitable rights in favor of a Consultant, including, without limitation, rights of enforcement or reimbursement.

Failure by WVDMA to select a firm, or to enter into a contract with a firm if selected as a result of this RFP, will not create any liability on the part of WVDMA or any of its members, directors, officers, employees, agents, consultants, or other successors. Submission by a firm shall constitute a waiver by the Consultant of any claim or cause of action against any of the aforementioned for any costs incurred or

for any matters arising in connection with WVDMA's review of the submissions.

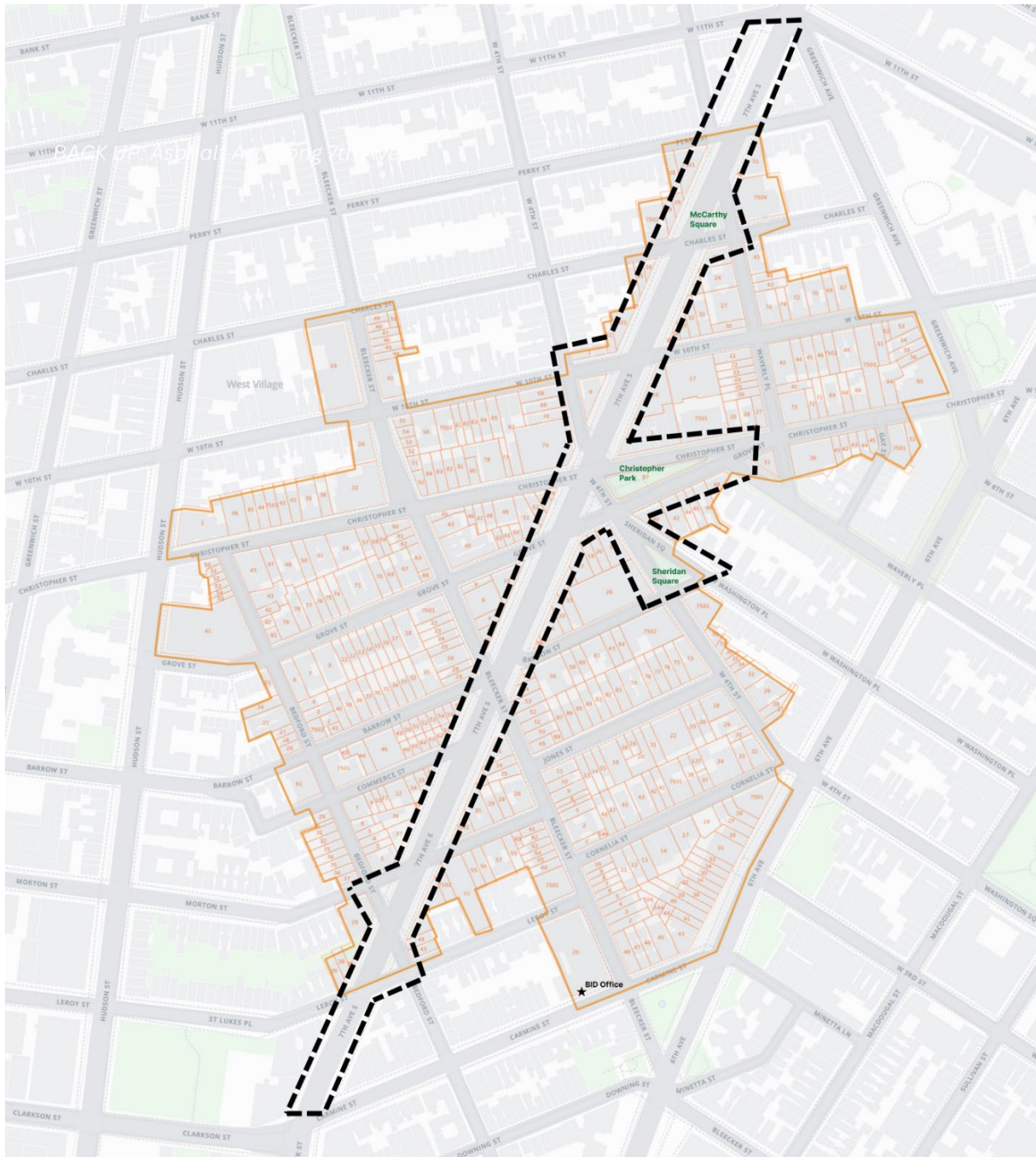
## 9. MISCELLANEOUS CONDITIONS

The issuance of this RFP and the submission of a response by any responding firm(s) or acceptance of such response by WVDMA do not obligate the WVDMA in any manner. Legal obligations will only arise on the execution of a formal contract by WVDMA and the firm(s) selected.

WVDMA reserves the right to amend, modify, or withdraw this RFP, to revise any requirements of this RFP, to require supplemental statements or information from any firm, to accept or reject any or all responses hereto, to extend the deadline for submission for responses thereto, to negotiate or hold discussions with any respondent and to waive defects and allow corrections of deficient responses which do not completely conform to the instructions contained herein, and to cancel this RFP, in whole or in part, if WDMA deems it in its best interest to do so.

WVDMA may exercise the foregoing rights at any time without notice and without liability to any proposing firm or any other party for their expenses incurred in the preparation of the responses hereto or otherwise. Responses to this RFP will be prepared at the sole cost and expense of the responding firm(s). No copies of materials submitted in response to this RFP will be returned.

**Attachment A**  
**Project Area in the West Village BID**



**Vest Village Business Improvement District**

▲ North

**27**  
Number of Parcels

**489**  
Buildings

**10,183 SQ FT**  
Avg Building Floor Area

**5,147**  
Existing Housing Units

