

Request for Qualifications
EUCLID BEACH STATE PARK REDESIGN
Cleveland, Ohio
September 29, 2011
(updated October 7, 2011)

Purpose

Euclid Beach State Park's storied history is belied by its current state. Once a storied amusement park that remains part of the Cleveland ethos, the current park that took its place is poorly designed, underused and underperforms despite its dramatic location on the shores of Lake Erie. In order to fulfill this park's potential, Northeast Shores Development Corporation, in partnership with ParkWorks, is seeking to create a new plan for the park.

In a city that clamors for more access to its lakefront, Euclid Beach State Park is one of the few parks that give the public this very access. Unfortunately, the park is designed in a way that does not take advantage of this great asset. One important part of many parks is a children's playground. While large in scale, the playground at Euclid Beach State Park is in great disrepair and is dangerous to the public. Additionally, the playground is isolated from the rest of the park and out of sight for picnicking families.

Separating the playground from the rest of the park are two structures that were intended to hold concession operations and rest rooms. Due to various factors, the concession locations are vacant. The cemented area around the buildings connects to a paved pathway that hugs the northern edge overlooking the beach and the lakeshore. Directly north of the buildings, the old pier juts out into the lake. While it is roughly 25% of its original length and not presently suitable for supporting visitors, URS has developed engineering plans that would restore the pier to its original grandeur. To the east of the buildings, there is a lawn area where picnic benches are scattered. In the middle of the lawn is a popular and largely functional pavilion. To the south of the lawn and alongside the park's entrance road is an oversized parking lot. During days of the park's heaviest usage, only half the lot is filled by cars.

The resulting effect of the design is a park that is not widely used and fails to be the neighborhood asset that it should be. Besides its lakefront location, the park also should benefit from other locational strengths. Across the street from the park, the City of Cleveland is putting the finishing touches on a new, \$11 million recreation center. Just south of the rec center is Humphrey Park, another neighborhood greenspace and asset. To the east, the park is connected by a short lakefront walkway to Wildwood Park. This neighboring park serves as a boat-launch and recreational fishing hub. Its uses are complementary to those at Euclid Beach. To the west, as well as to the east, the park is connected to residential lakefront neighborhoods via paths and sidewalks.

The intent of this RFQ is to create a plan for better use, updated site amenities, and overall master plan (with a menu of prioritized projects) for the park that address the park's current liabilities and creates a design that maximizes the park's locational assets. The approach should be one that allows for incremental implementation.

The Project

Northeast Shores Development Corporation and ParkWorks are committed to an open and inclusive design process, which leads to a proposal for redesign of the park that is:

- Sensitive to the preferences of surrounding stakeholders
- Endorsed by a clear majority of the constituents and property interests
- Effective in generating a sense of community "ownership" of the space after the improvements have been implemented
- Designed to demonstrate a relationship to the City and a greenspace that is accessible and connected

Background

In order to fully understand the park, its past as well as its current state must be taken into consideration. Before its current life as a state park, this location was home to the amusement park named Euclid Beach Park that opened in 1897. Until the early 1960s, the amusement park enjoyed great success. After 5 years of unprofitability, the amusement park closed in 1969. The Euclid Beach State Park opened in 1977. Because of the popularity of the old amusement park, many aspects of the park live on in one way or another. The main gate to the amusement park still stands and has been given protected historical status by the City. The famous carousel will soon be restored and on display at the Western Reserve Historical Society. And Euclid Beach Popcorn and Taffy can still be purchased in local stores. Additionally, there are subtle remnants of the amusement park that can be found throughout the park today.

After closing, a portion of the park was sold to real estate developers who built several mid-rise apartment buildings. These buildings now operate as senior housing. The remainder of the site was converted into a public park.

The park's context is better understood by including the changing neighborhood around it. North Collinwood is a neighborhood in transition. In the early to mid 1900s, it was a stable and growing neighborhood. Currently, there is a growing rebirth centered on the Waterloo Arts and Entertainment District that is juxtaposed by a decline brought on by the foreclosure crisis, recent recession and suburban sprawl. The recent installation of various public art pieces along the sidewalks of Waterloo Road complement the momentum brought on by the opening of various creative and unique independent retail establishments.

In July of this year, Cleveland's Community Partnership for Arts and Culture (CPAC) announced Northeast Shores as the winner of a two-year initiative called the Artist in Residence Pilot Program. This exciting and highly-sought-after award was granted to Northeast Shores after a competitive and extensive process. The Artist in Residence Program will look for ways to explore and foster the reciprocity between the Waterloo Arts District, the neighborhood and the arts. The selected firm for the Euclid Beach Redesign may be asked to work with the Artist in Residence Program and/or to seek ways to capitalize on this initiative for Euclid Beach.

With all this in mind, the focus of this work should be that parks can be strong neighborhood anchors that retain and attract residents, build neighborhood pride, create identity and ultimately encourage investment in adjacent and nearby land. The reinvention of Euclid Beach State Park is not only about an improved park, but also about the lifting up of the neighborhood around it.

Scope of Services

The selected consultant will lead a team qualified to produce a schematic design that addresses all aspects of the design and engineering improvements to Euclid Beach State Park, including the following specific services and work products:

1. Participation in an effective public process led by ParkWorks, in partnership with Northeast Shores that generates consensus on the schematic design of the park. Respondents should assume the following schedule:
 - Pre-design – meeting with ODNR, Northeast Shores and stakeholders, convened by ParkWorks. Public meeting, convened by ParkWorks, to engage neighborhood residents and general public.
 - Schematic design – develop three design options for input and feedback from ODNR, Northeast Shores, stakeholders and public.
 - Design refinement – reviewed by ParkWorks, ODNR, City of Cleveland and Northeast Shores. Present recommended design to stakeholders and to public.
 - Governmental approvals: Design Review, Planning Commission.
2. Schematic design and preliminary cost estimates of the proposed improvements, suitable for inclusion in funding applications.
3. Schematic design plans for Euclid Beach State Park may include, but not limited to lighting, signage, paving, planting, furniture, public art, pedestrian and bicycle facilities, beach improvements, pier, and public safety measures.
4. The not-to-exceed fee for this process is \$10,000 (including all reimbursable expenses).

Project Schedule

Proposals Due	October 27
Proposal Review	Two weeks
Final Selection	mid-November
Design Phase	14 weeks
Partner team will ID stakeholders	
Initial input + design/use plan	
Review and feedback from key stakeholder groups	
Design refinement	
Review of updated designs by key stakeholder groups	
Final schematic designs	February 2012

*Due to the difficulties of scheduling and general reduction in business days caused by the end-of-the-year holidays , extra time has been added to the design phase to take this loss of time into account.

Proposal Contents

Respondents to this RFQ are requested to submit the following items, arranged in the order listed below.

1. Letter of Interest: Provide the name and address of the lead consultant, contact person, and a brief statement of the respondent's interest in the project and specific qualifications for the assignment.
2. Project Approach: Outline the design philosophy that will guide the proposed work process and products, and describe methods of team evaluation, quality assurance, budget control and maintenance of the project schedule.
3. Project Experience: Provide detailed descriptions of up to five (5) similar projects completed by the lead design firm on the team, including only projects in which the key personnel assigned to this project directed the design effort. Include a reference/client contact for each project, approximate construction cost, and project start/completion dates.
4. Work Program: Detail the specific steps of a proposed work program, including team responsibilities for each task and a description of project deliverables.
5. Schedule: Develop a proposed project timeline of team participation which shows the duration of each task of the Work Program and indicates the schedule for stakeholder meetings, public participation activities, and project reviews by City agencies and permitting authorities.
6. Certifications: Provide certificates of insurance indicating the limits of professional liability insurance carried by each firm in amounts acceptable to the City of Cleveland. Certificates of No Collusion must be submitted for any member of the consultant team who has a potential conflict of interest in current work with ParkWorks, the City of Cleveland or any of the property owners adjacent to Euclid Beach State Park.
7. Additional Supporting Materials: Respondents are invited to include a maximum of five (5) additional pages of information not covered above which may strengthen their proposal or describe any unique qualifications or experiences relevant to this project.
8. Fee: The not-to-exceed fee for this process is \$10,000 (including all reimbursable costs). Please provide hourly billing rates for key personnel of each firm, and a detailed estimate of reimbursable costs, including travel and subsistence, reproduction and printing, technology charges, and communications, postage and delivery costs.

Proposal Evaluation Criteria

The following criteria will be considered by the Selection Committee to determine the firm or individual(s) most qualified and best suited to perform the work:

1. The ability, capacity, skill, reputation and experience of the project team to provide the services and deliverables required.
2. Overall approach, corporate philosophy, and understanding of the public objectives for Euclid Beach Redesign in terms of quality, creativity and implementation strategy.
3. Demonstrated experience and creative sensitivity to working in urban lakefront parks.
4. Approach to involving community stakeholders in the design process and experience of working with an appointed oversight task force.
5. The quality of completed contracts for similar projects with an emphasis on design of small urban spaces, sustainable design and dealing with issues of safety and security.
6. Experience of the Project Manager and key project staff with an emphasis on demonstrated ability to deliver high-quality design products within a short time frame.
7. The experience of former clients with respect to performance on time and within budget, design quality, team coordination and building effective relationships with review and permitting bodies.
8. The team's relevant work, especially projects or processes with an emphasis on transit oriented development and/or the ability to integrate green design and sustainable practices within the resultant project

Selection Committee and Process

The Selection Committee will be made up of up to ten individuals representing the following agencies and organizations:

- ParkWorks
- ODNR
- Northeast Shores Development Corporation

The proposals will be reviewed by this committee which may invite any or all qualifying firms to make an oral presentation to the committee during the first half of November (please note, this timeframe is subject to change). If an agreement cannot be reached with the selected team, the negotiations will be closed and re-started with the next highest ranked team.

Submission Requirements

Proposals should be submitted containing the information specified in Proposal Contents above. All portions of the proposal must be submitted in such a way that they can be easily scanned.

Proposals will be received by **ParkWorks** 1422 Euclid Avenue, Suite 733 Cleveland, Ohio 44115 until **12:00pm**, Eastern Standard Time, Thursday October 27. All proposals must be valid for forty-five (45) days from the date of receipt.

ParkWorks will not assume any responsibility for oral instructions, suggestions or interpretations of the requirements of this RFQ. Any material change in its contents will be submitted to all offerors through issuance of a written RFQ Addendum. All questions regarding this RFQ should be addressed in an email to:

Nora Romanoff
Associate Director, ParkWorks
nromanoff@parkworks.org

ParkWorks reserves the right to reject any and all submittals, and to waive any minor irregularities in the process. It also reserves the right to request revisions or seek new proposals when it is clearly in the public interest to do so.

Other projects relevant to the redesign of Euclid Beach State Park:

- Euclid Beach Fishing Pier Study
- Lakeshore Plan
- Lower Euclid Creek Greenway Plan
- Strategic Plan

These plans can be downloaded by visiting the following website:

<http://www.northeastshores.org/initiatives.php>