

**PROJECT : CITY OF FULLERTON
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT**



MEANWHILE

STUDIO MEANWHILE
MEANWHILE DEVELOPMENTS LTD.
1275 WEST 6TH AVE
THIRD FLOOR, V6H 1A6
VANCOUVER, BC
OFFICE: 604-676-1450
MOBILE: 778-997-3537

RFI PROPOSAL

PROJECT NAME

DATE CREATED

CITY OF FULLERTON

DECEMBER 23RD 2024

Wilshire Avenue
Concept Design & Feasibility Analysis

CONTACTS

David Lopez, Senior Planner

David.lopez@cityoffullerton.com
415-634-2251

OVERVIEW

THIS RFI PROPOSAL INCLUDES:

- Overview and understanding of the proposed project for Wilshire Avenue
- Studio Meanwhiles proposed approach to project implementation
- Studio Meanwhiles estimated implementation timeline
- Studio Meanwhiles project references of other pedestrianized street and plaza projects
- Studio Meanwhiles estimated project cost breakdown

**PROJECT : CITY OF FULLERTON
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT****Monday, December 23 2024****David Lopez, Senior Planner**

Community & Economic Development Department

City of Fullerton

303 West Commonwealth Avenue

Fullerton, California 92832-1775

David.Lopez@cityoffullerton.com

Subject: Studio Meanwhile Response to RFI – Walk on Wilshire: Concept Design & Feasibility Analysis

Dear David,

On behalf of Studio Meanwhile (Meanwhile Developments Ltd.), I am pleased to submit our response to the City of Fullerton's Informal Request for Information (RFI) for professional services related to the Walk on Wilshire project. Our firm, Studio Meanwhile specializes in the design of public spaces and pedestrianized streets, plazas and urban furniture, with extensive International; experience transforming urban environments into vibrant and thriving, people-centric destinations that enhance connectivity, economic vitality, and community pride. We're honoured to be asked to participate in supplying a response on the project, thank you for requesting information from our studio.

Studio Meanwhiles Understanding of the Wilshire Avenue Project

The Walk on Wilshire initiative aligns with our mission to design adaptable, inclusive spaces that serve as catalysts for economic and social well-being. Our design team understands the unique challenges and opportunities of converting Wilshire Avenue into a pedestrian-only street, including traffic flow management, emergency access, economic impact assessment, and the integration of community feedback which has been overwhelmingly positive with some comments also providing criticism, we agree there is a need for a study that provides and evidence based backing for this Economic development initiative to Downtown Fullerton.

Our studio has had the opportunity to meet with City of Fullerton staff previously on the former Walk on Wilshire project as well as stream the council meeting minutes discussing the challenges and opportunities for Wilshire Avenue. We feel well versed in tackling the challenges at hand to create a plan for a vibrant pedestrianized area on Wilshire Avenue potentially marking and exciting new chapter for the Fullertons Downtown.

Our studio would take a thoughtful and creative hands on approach in addressing the unique urban challenges related to implementing such a pivotal project in Fullertons Downtown, our process phases would include, research and data collection, meeting with stakeholders and studying economic impacts of proposed changes, drafting initial conceptual designs, our recommendation of piloting placemaking strategies that lend to the vision of pedestrianizing the street, potentially with some of our City Blocks Urban Furniture pieces, delivering high caliber visual presentations to City staff and council, regular meetings and making adjustments and refinements to these plans as well as a final implementation plan package for review.

We are excited about the opportunity to collaborate with the City of Fullerton on the Walk on Wilshire project. Studio Meanwhile brings the expertise, creativity and experience required to transform Wilshire Avenue into a dynamic pedestrian-friendly space that enhances community connectivity and economic vitality as we have done in many other locations.

Thank you for considering our proposal. We look forward to the opportunity to discuss how we can contribute to this visionary project.

Sincerely,

Chris Charest 
CEO, Studio Meanwhile (Meanwhile Developments Ltd.)
Mobile: 778-997-3537
Office: 604-676-1450
chris@studiomeanwhile.com
www.studiomeanwhile.com
www.cityblocks.io

**PROJECT : CITY OF FULLERTON
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT****Our Approach to the Wilshire Avenue Project Implementation**

Our approach is will be in data-driven analysis and evidence based solutions, creative placemaking and thoughtful, inclusive design to create people first streets that consider multi modal traffic and uses, developing vibrant activity by reimagining what Wilshire Ave. Could be if pedestrianized and how that may be piloted, phased and implemented for success in transitioning this street.

We have recommended based on our previous project experience a timeline and process that may align well for the City of Fullerton, however we are flexible in our approach, timeline and implementation, this plan may be phased and aligned to budgets suitable for the project.

Studio Meanwhile proposes a phased approach over a 12 month timeline:

We recommend a timeline which may begin as soon as possible at the direction of City staff and council and extend for up to 12 months based on the City's needs and recommendations on timeline and the delivery of required assets.

Please note

**If the City has a tighter deadline, we may explore strategies to expedite the process by overlapping tasks, increasing staffing, or streamlining community engagement while maintaining quality. However, the 12-month timeline balances thoroughness and efficiency, delivering a plan that is both actionable, visionary and evidence based.*

Phase 1 - Initial data collection such as traffic, site visits, Feasibility assessments which will inform the initial conceptual stages of the project. - (3 Months at an estimated, 315 project hours)

Phase 2 - Initial conceptual designs, stakeholder engagements, conduct pilot programming for additional data collection, evidence based success metrics to inform final designs, staff and council presentations. - (6 Months at an estimated, 630 project hours)

Phase 3 - Development of final presentations, final conceptual street renderings and designs, drawings, materials, reports of key findings to City staff for council presentations, implementation strategies and plans. - (3 Months at an estimated, 315 project hours)

Budget, Services and Rates Proposal

In our attached PDF, we have outlined a timeline and the projected hours to complete each phase in detail. Studio Meanwhiles hourly rate for services is \$195 USD per hour. Our project phases are calculated by the estimated amount of hours the phase is projected to complete. This is an initial estimate that we are happy to refine in further detail with City Staff for a more complete schedule of work and accurate budget in detail. We have provided our project budget based on our hourly rate, however we may also provide a fixed project fee estimate for the project, adjust the overall timeline and phase lengths.

PROJECT : CITY OF FULLERTON**COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT****Detailed and Estimated Proposed Objectives for Project (To be refined with City Staff)****1. Feasibility Assessment**

- Conduct a comprehensive analysis of traffic impacts, utilities, and emergency access requirements, leveraging our experience with similar street closure projects.
- Identify key constraints and opportunities, including activation of under-utilized spaces and integration with existing residential alleyways and neighbourhood as well as existing infrastructure.

2. Conceptual Design Development

- Develop compelling designs for pedestrian pathways, bicycle lanes, outdoor commercial areas, and public art installations.
- Incorporate placemaking methodologies, landscaping, lighting, urban furniture to create a welcoming and dynamic streetscape.
- Propose phased implementation plans to accommodate budgetary and logistical considerations.
- Preliminary renderings, drawings, creative materials for refinement purposes.

3. Economic Impact Analysis

- Utilize advanced pedestrian flow and cellular data analysis to evaluate potential opportunities for and impacts on businesses and the downtown district with the proposed plan.
- Highlight benefits to local commerce, tourism, and property values, ensuring the project supports long-term economic vitality.

4. Conduct a Strategic Place Making Pilot

- Based on initial findings and conceptual designs, we recommend conducting a potential pilot program during the course of the feasibility study and concept design, such a pilot may include lighter, faster, cheaper methodologies to placemaking and design to gather community feedback, input, measure data and create success metrics, such pilots may be shorter term in nature and provide evidence based findings to inform designs further.

5. Street Concept Visualizations, Renderings and Presentations

- Design and provide high-quality renderings, including proposed site plans, and perspectives, to clearly communicate the vision and opportunities for Wilshire Avenue.
- Prepare impactful presentation materials tailored to inform City Council and other stakeholders.

5. Collaboration with City Staff

- Engage with City staff, local businesses, and community members to ensure the project reflects diverse needs and priorities.
- Attend regular meetings to present findings, refine designs, and align on next steps, collaborate with Economic development, public works, traffic division and fire department throughout the project.

THANK YOU,
DAVID!



DECEMBER 23 2024
MEANWHILE

**WILSHIRE AVENUE CONCEPT & FEASIBILITY ANALYSIS
SERVICES PROPOSAL**





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CITY•BLOCKS

HAWKERS

Founded in 2013 in Vancouver, Studio Meanwhile is reimagining how we design and activate urban spaces. With a relentless focus on people, places, and the planet as an international design studio working in the United States and Canada, Meanwhile operates as a registered benefit corporation with a triple bottom line business focus. Our purpose is clear: to create urban spaces that serve everyone. For over 12 years, Meanwhile has been at the forefront of transforming urban landscapes, blending industrial design with creative placemaking to deliver solutions that empower communities to thrive. Placemaking isn't just an outcome here—our design and products are tools for shaping how we live, connect, and share public space in cities.

In 2020, Meanwhile launched City Blocks Urban Furniture, a modular, adaptive, and customizable product line designed to reimagine public spaces, like plazas, streets and parks. These solutions are not just furniture—they are building blocks for better cities, designed to foster connection and enhance the experience of shared environments.

From the bustling energy of downtowns to the quiet corners of neighborhood plazas, Meanwhile's designs are reshaping how we experience urban life. Projects throughout Vancouver, BC, and beyond stand as lasting testaments to their commitment to building accessible, vibrant, and inclusive spaces. Headquartered in Vancouver's Kitsilano neighborhood, Meanwhile is led by Founder and Creative Director Chris Charest, whose vision continues to push the boundaries of global urban design. With every project, the studio is setting a new standard for what it means to make cities work better—for everyone.



SUPERPOWERS

AKA - OUR CAPABILITIES

● URBAN DESIGN

- Project feasibility assessments (analysis traffic, data, spatial use)
- Development of site plans
- Identification of spatial use opportunities and constraints
- Conceptual design and development of urban space plans, public realm use
- Visual materials, drawings renderings
- Advisory, planning, implementation, budgeting, installations
- Engage with stakeholders, city staff
- Support with permits and approval process of projects

● CUSTOM FABRICATION

- City Blocks Product line customizations
- Fabrication expertise with various materials and techniques
- Steel & aluminum custom fabrication
- Laser cutting
- Powder coating
- Material advisory and selection

● MEANWHILE USE TACTICAL URBAN INTERVENTIONS

- Pedestrianized plazas
- City Blocks product line
- Placemaking through infrastructure and tactical urbanism
- Plazas, streets and park revitalizations and improvements
- Public realm temporary use strategies
- Advisory on programming opportunities such as artwork, markets, vendors, urban play
- Permanent & semi permanent installations and urban furniture and art installations

● INDUSTRIAL DESIGN

- Commercial design
- Urban infrastructure & furniture
- Product design, development and customization
- Modelling, rendering, concept creation
- prototyping

● ART INSTALLATIONS | ASPHALT ART & MURALS

- Graphic design, visual arts
- Development of artwork assets
- Asphalt art and mural installations
- Artist curation and management
- Artist collaborations, Art for Everyone Series with City Blocks

● PROJECT MANAGEMENT AND INSTALLATION

- End to end project process (design, build, delivery, installation and implementation)
- Stakeholder management and engagement
- Project management planning and phased project implementations

OBJECTIVES

DESIGN OBJECTIVE

- 1** **Research based feasibility analysis, initial data collection.**
- 2** **Conceptual designs, engage stakeholders, pilot programming for evidence based approach.**
- 3** **Final creative materials & designs. implementation strategies, staff and council Reports**

APPROACH

Our approach is grounded in data-driven analysis, creative design, and phased implementation to ensure the project meets the City of Fullertons goals to determine the feasibility of re-envisioning Wilshire Avenue as a Pedestrianized Downtown street.

Detailed and Estimated Proposed Objectives for Project (Plan to be refined with City of Fullerton Staff)

- 1. Feasibility Assessment**
 - Conduct a comprehensive analysis of traffic impacts, utilities, and emergency access requirements, leveraging our experience with similar street closure projects.
 - Identify key constraints and opportunities, including activation of under-utilized spaces and integration with existing residential alleyways and neighbourhood as well as existing infrastructure.
- 2. Conceptual Design Development**
 - Develop compelling designs for pedestrian pathways, bicycle lanes, outdoor commercial areas, and public art installations.
 - Incorporate placemaking methodologies, landscaping, lighting, urban furniture to create a welcoming and dynamic streetscape.
 - Propose phased implementation plans to accommodate budgetary and logistical considerations.
- 3. Economic Impact Analysis**
 - Utilize advanced pedestrian flow and cellular data analysis to evaluate potential opportunities for and impacts on businesses and the downtown district with the proposed plan.
 - Highlight benefits to local commerce, tourism, and property values, ensuring the project supports long-term economic vitality.
- 4. Conduct a Strategic Place Making Pilot**
 - Based on initial findings and conceptual designs, we recommend conducting a potential pilot program during the course of the feasibility study and concept design, such a pilot may include lighter, faster, cheaper methodologies to placemaking and design to gather community feedback, input, measure data and create success metrics, such pilots may be shorter term in nature and provide evidence based findings to inform designs further.
- 5. Street Concept Visualizations, Renderings and Presentations**
 - Design and provide high-quality renderings, including proposed site plans, and perspectives, to clearly communicate the vision and opportunities for Wilshire Avenue.
 - Prepare impactful presentation materials tailored to inform City Council and other stakeholders.
- 5. Collaboration with City Staff**
 - Engage with City staff, local businesses, and community members to ensure the project reflects diverse needs and priorities.
 - Attend regular meetings to present findings, refine designs, and align on next steps, collaborate with Economic development, public works, traffic division and fire department throughout the project.

PHASE

TIMELINE

PHASE 1
RESEARCH & FEASIBILITY STUDY

3 MONTHS



PHASE 2
CONCEPTS & PLACEMAKING PILOTING,
EVIDENCE BASE FOR STUDY

6 MONTHS



PHASE 3
FINAL CONCEPT MATERIALS AND REPORTS

3 MONTHS



ESTIMATED PROJECT BUDGET

GENERAL SCOPE OF WORK	PHASE TIMELINE	BUDGET
<ul style="list-style-type: none"> • Drawings, Renderings • Concept Development, Refinements • Site plans, Layouts • Creative Materials • Engineered Drawings • Project Management • Meetings, Report Creation • Traffic & Data Studies • Placemaking, Pilots 	<p>TBD by City Staff and Council</p>	<p>\$ 245,000 - \$290,000 Estimated rate based on 1,250 1,500 project hours.</p>
<p>PHASES</p>	<p>Early 2025 through end of 2025 (estimated)</p>	<p>ESTIMATED BUDGET</p>
<p>Phase 1 - Research & Feasibility Study</p>	<p>THREE MONTHS</p>	<p>\$ 61,250 (Approx. 315 Hours)</p>
<p>Phase 2 - Design Conceptuals, Pilots, Stakeholder Data</p>	<p>SIX MONTHS</p>	<p>\$ 122,500 (Approx. 630 Hours)</p>
<p>Phase 3 - Final conceptals, materials, plans and reports</p>	<p>THREE MONTHS</p>	<p>\$ 61,250 (Approx. 315 Hours)</p>
<p>ESTIMATED PROJECT COST</p>		<p>\$ 245,000 USD</p>



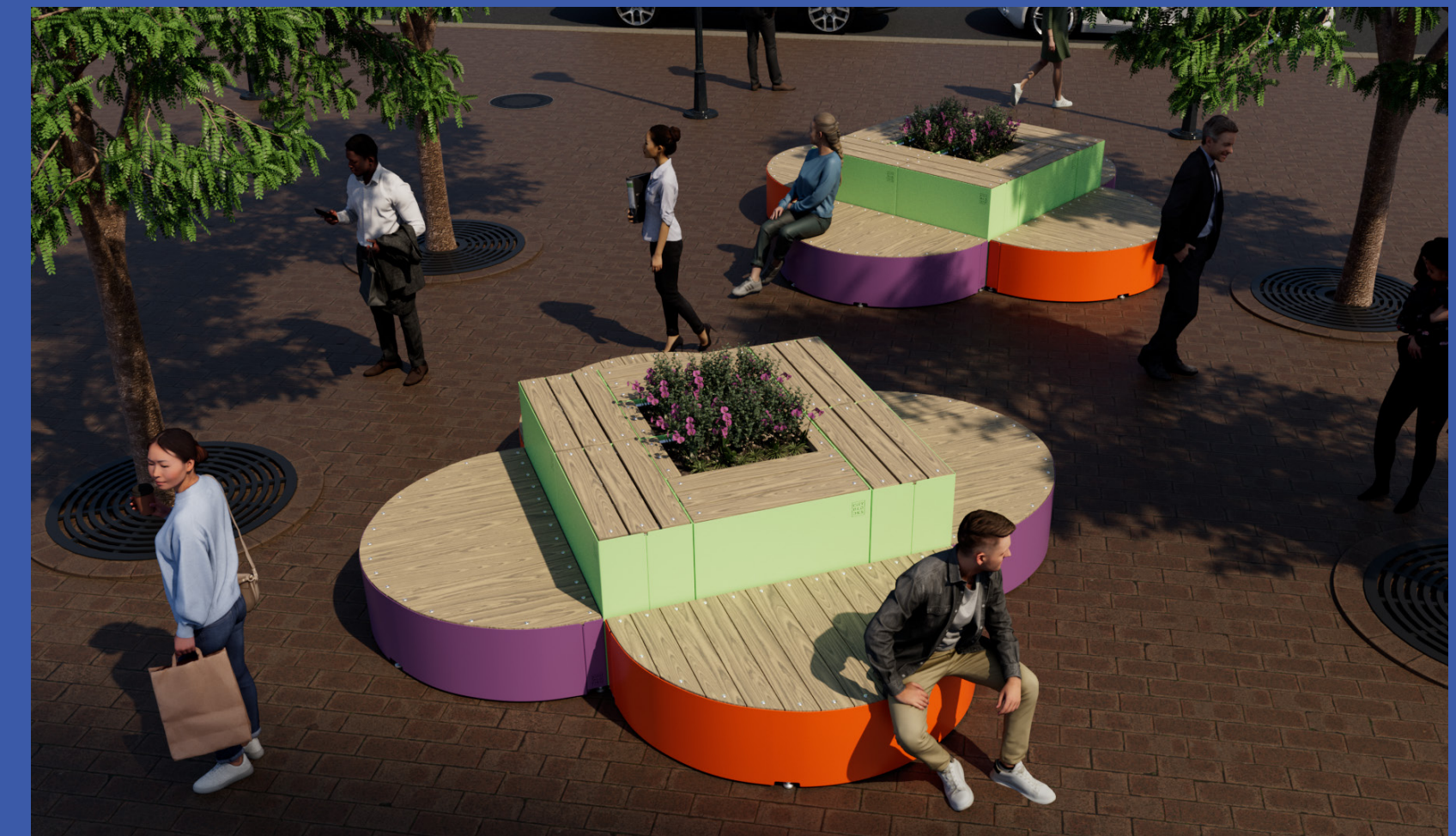
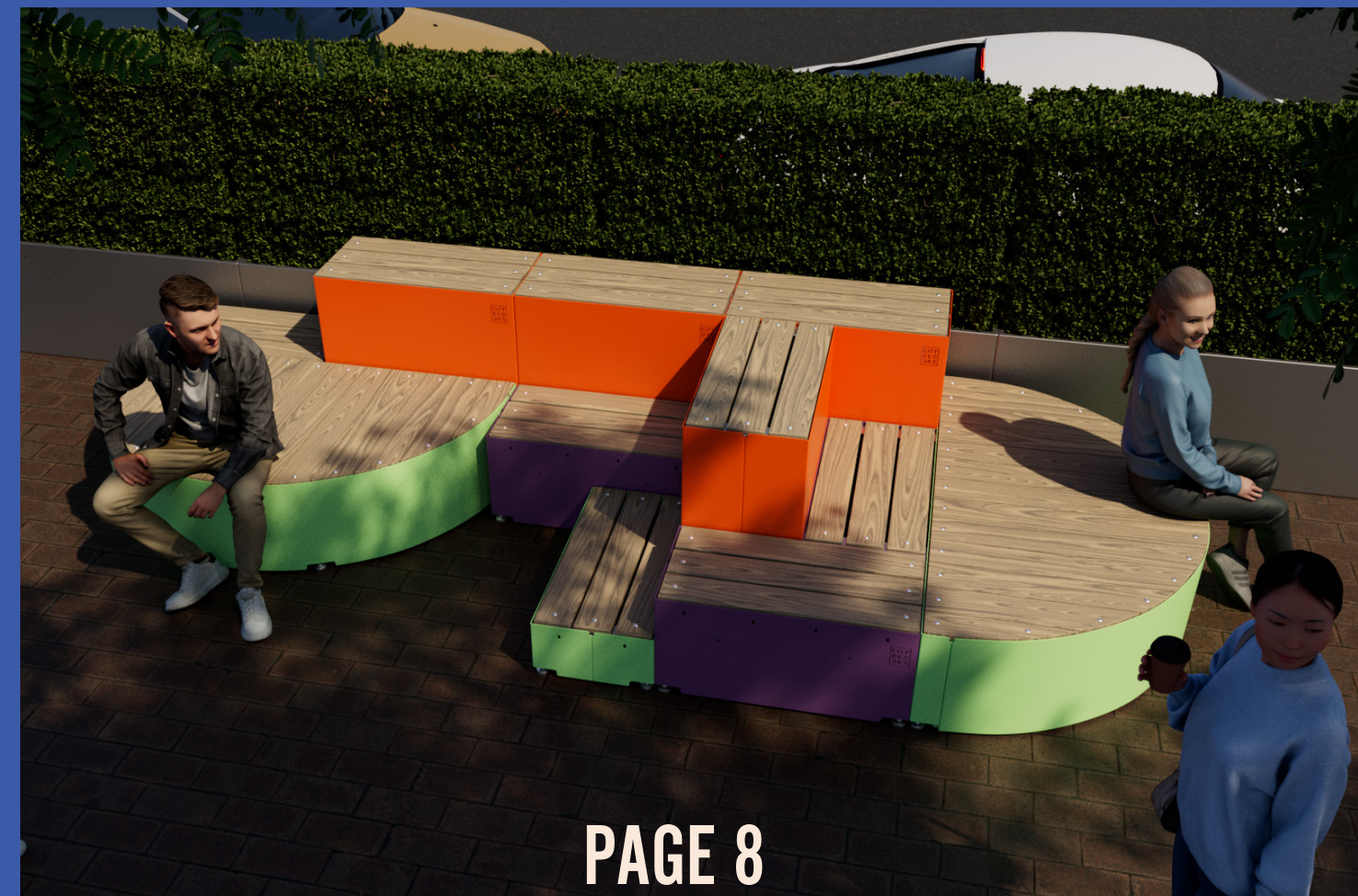
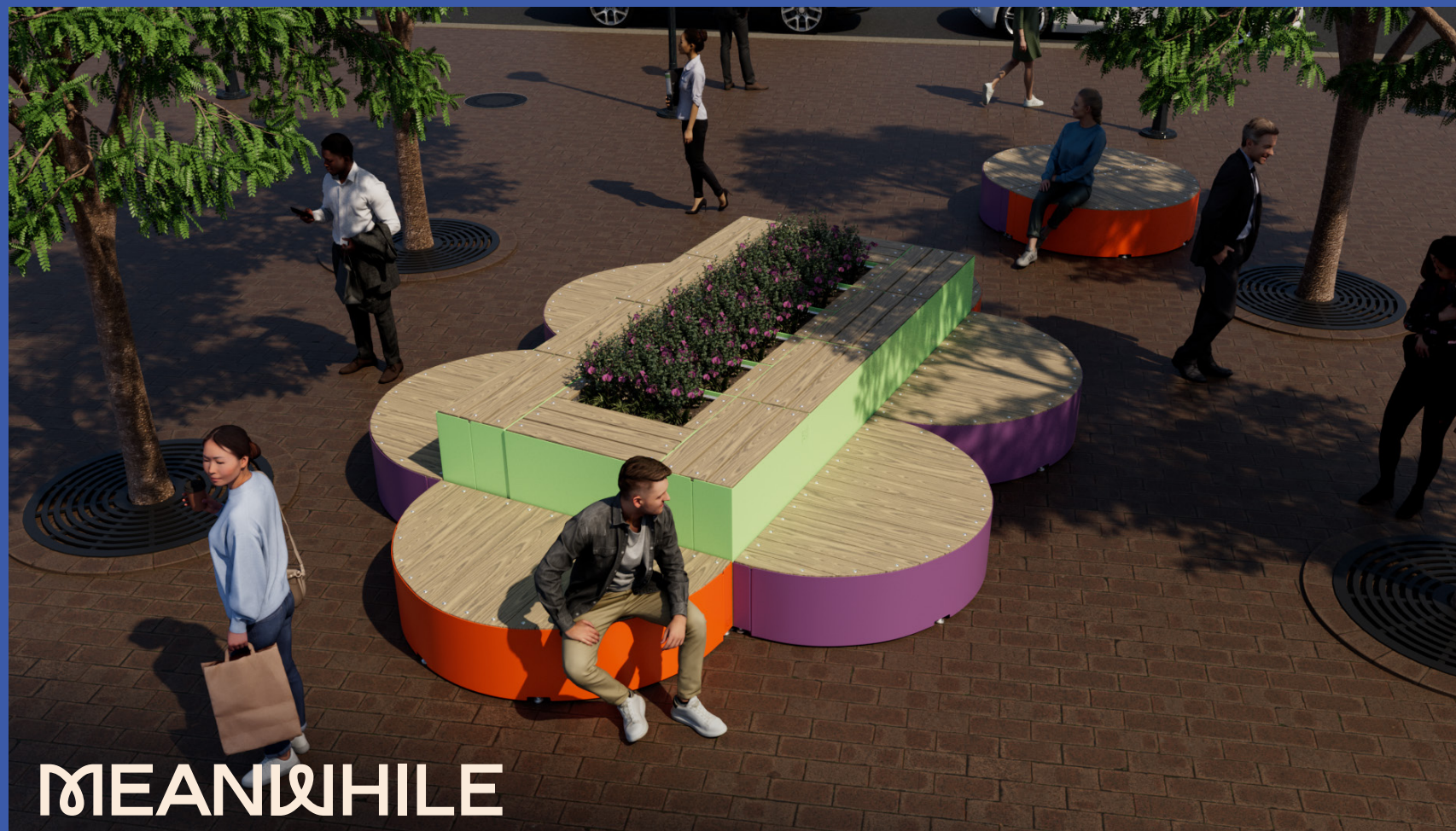
PLACES

OUR WORK

PEDESTRIAN PLAZA | DOWNTOWN SAN FRANCISCO

City Blocks newest project is in collaboration with Downtown SF partnership, in the heart of Downtown SF just off the historic embarcadero have collaborated to revitalize Robert Frost Plaza with City Blocks Urban Furniture customized to the unique location with a focus on terraces seating this is a new destination for people to hang out and watch the cable cars at the end of the line before heading on to several other iconic tourist destinations.

- Downtown gateway plaza revitalization in the heart of SF at market and california street
- Site layouts, plans and renderings
- Custom modular configurations with pocket blocks
- Matching brand colours with powder coating
- City Pong for an element of urban playfulness



PEDESTRIAN PLAZA | GRANVILLE & 14TH VANCOUVER, BC

In Vancouver's South Granville Business Improvement District, a neglected city plaza was transformed into a vibrant community hub through a tactical urban intervention. The South Granville BIA partnered with Meanwhile to create a safer, more inviting space where pedestrians and cyclists could coexist seamlessly.

Previously closed to traffic as part of Vancouver's open streets program, the plaza was under-utilized, with no street furniture, unclear bike lanes, and few amenities despite its growing popularity with locals. The solution? A bold combination of community-driven street art and modular urban furniture.

To address safety and functionality, Meanwhile collaborated with local artists to design a striking asphalt mural that defined bike and pedestrian zones. A community paint day turned this project into a shared effort, fostering local pride. Meanwhile's City Blocks Urban Furniture added planters, benches, and loungers to create inviting spots for relaxation, conversation, and even sunbathing.

With its new designation as an outdoor beverage zone, the plaza has evolved into a dynamic space for game nights and social gatherings—a true neighborhood destination that embodies the best of shared streets and community place-making. South Granville's revitalized plaza now stands as a model for how thoughtful design can turn underutilized spaces into vibrant, people-focused urban centers.

- City Blocks Urban Furniture: Pocket Blocks Benches & Planters & Urban Loungers
- Entire City Block Asphalt Art Mural, Art Curation, Management & Community Paint Day
- Pedestrian Plaza Revitalization
- Bike Lane Integration
- Site Plan Development, Drawings & Renderings



PEDESTRIAN PLAZA | DOWNTOWN VANCOUVER

Meanwhile partnered with Cadillac Fairview to refresh its plaza at 725 west Georgia in Downtown Vancouver,

The plaza next to a busy skytrain station had just lost its anchor tenant amenity and needed a refresh for summer 2024. Our client elected for pocket blocks for the ever changing ability to rearrange them and reconfigure seating options with Our pocket blocks benches and planters products.

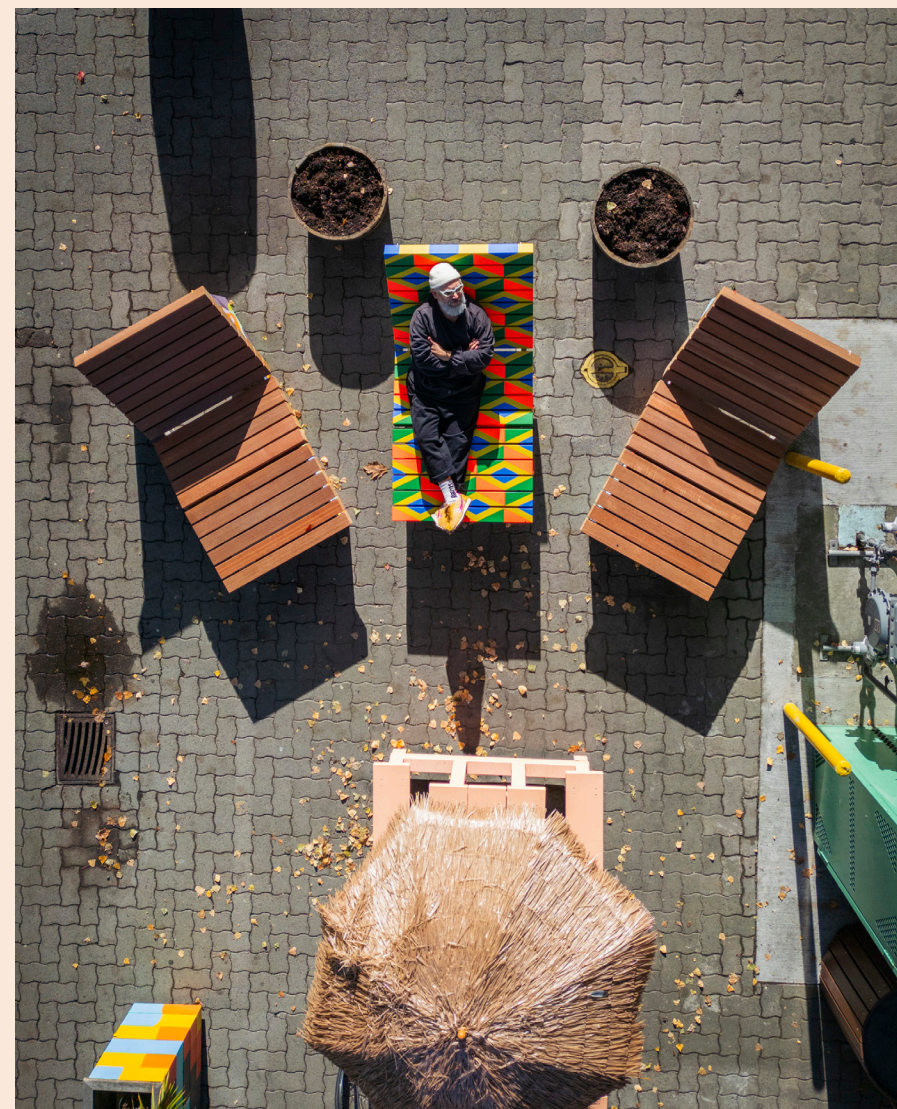
- Revitalized pedestrian plaza for our client who was in between tenants in space due to the exit of Nordstrom retail
- Selection of re-arrangeable pocket blocks for the plazas seating
- Powder coated to match Vancouvers iconic evergreen tree line colour in Stanley Park
- Customized pocket block seating configurations
- Temporary vendor cafe and vendor consulting



ART FOR EVERYONE & GRANVILLE ISLAND PLAZAS

In a new partnership with Granville Island, City Blocks is bringing a series of art installations on urban furniture installations as part of an ongoing series to bring new public art and destination making amenities to the iconic Vancouver island.

- Art for Everyone Artist Series | Street Furniture meets Street Art
- Meanwhile partnered with 4 artists bringing 4 new art pieces to life on Granville Island
- City Blocks Product Used: Low Line Lounger
- Artists: Pablo Zamudio, Ali Bruce, Rachel Rivera, Claire Ouchi





PRODUCT FAMILY



and more new products launching
in January 2025...

CITY BLOCKS CUSTOMIZATION

● POWDER COATING & FINISHES

- RAL K7 choose from over 200 colours
- Custom colours
- Artwork and patterns
- Anti Graffiti

● PRODUCT MATERIALS

- Standard materials are 5052 Aluminum and hot dip galvanized steel
- Aluminum products may be ordered in heavyweight options using hot dip galvanized steel
- Standard wood species are Brazilian ipe and kayu batu
- Thermally modified wood species are thermally modified ash and oak
- Composites and recycled materials are available upon request

● PRODUCT CUSTOMIZATIONS & IDEATIONS

- Need help bringing an idea to life? We can assist with drawings, designs and renderings and environmental images
- We have the capability to custom design, engineer and fabricate your concepts and custom requests

● PRODUCT SIZES

- City Blocks are modular and reconfigurable
- Pocket Blocks are available as both benches and planters
- City Blocks product sizes may be customized for specific project or location use

THANK YOU,
DAVID!

The image features a stylized logo consisting of the letters 'M', 'M', and 'W' in a bold, blocky font. The letters are filled with a rainbow gradient of colors: yellow, orange, red, pink, purple, blue, and green. The letters are set against a black background. Below the logo, the word 'MEANWHILE' is written in a bold, black, sans-serif font.

MEANWHILE

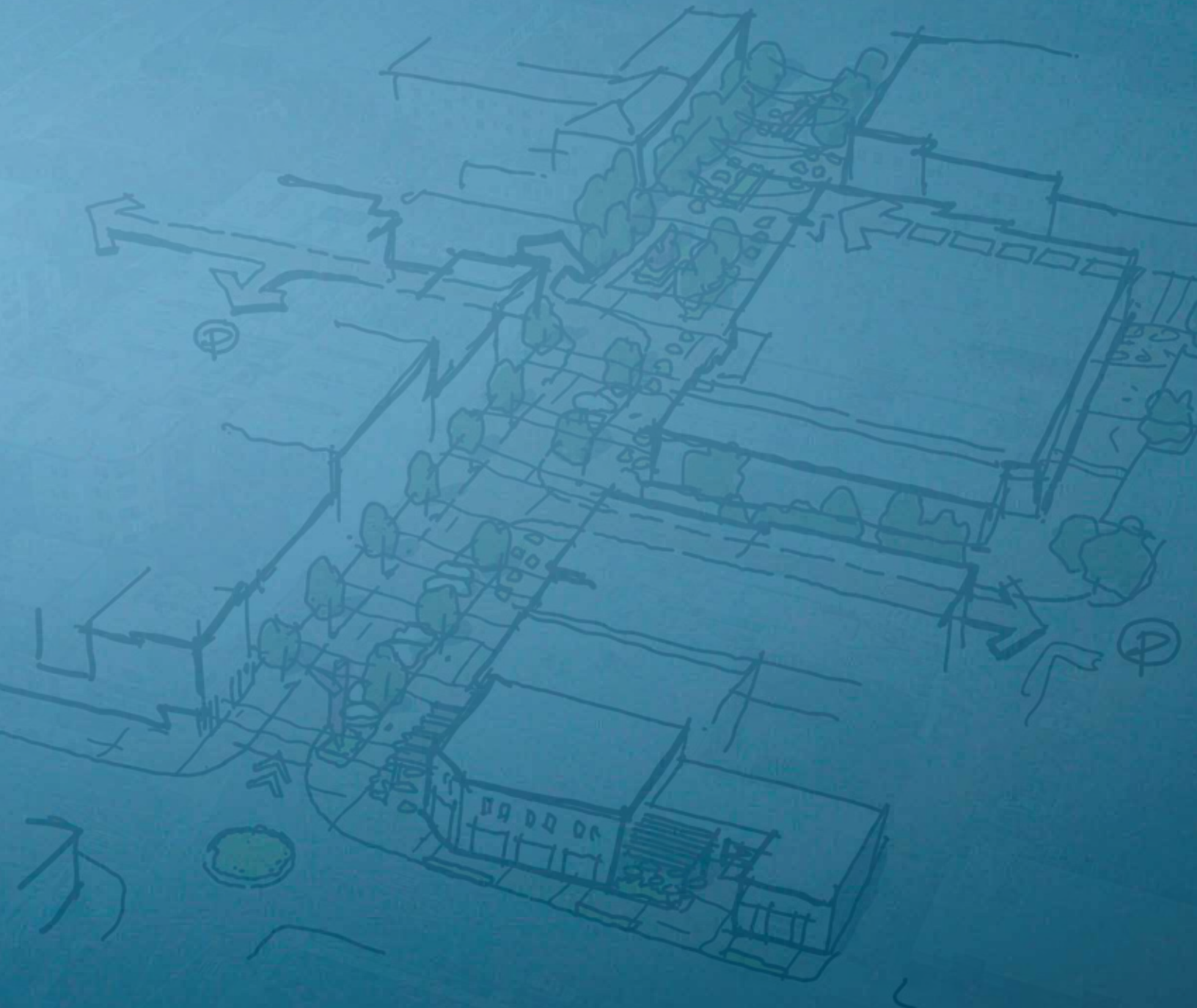
Gensler

City of Fullerton, Community & Economic Development Department

Walk on Wilshire Concept Design & Feasibility Analysis

Response to Request for Information (RFI)

December 23, 2024



4675 MacArthur Court Tel 949. 863. 9434
Suite 100 Fax 949. 553. 1676
Newport Beach CA
92660

Gensler

December 23, 2024

David Lopez
Senior Planner, Community & Economic Development
City of Fullerton
303 W. Commonwealth Ave.
Fullerton, CA 92832

Subject: Response to Request for Information (RFI) for Professional Services for Walk on Wilshire Concept Design & Feasibility Analysis

Dear Mr. Lopez,

Gensler is pleased to submit this proposal for Professional Services for Walk on Wilshire Concept Design & Feasibility Analysis, in response to your Request for Information (RFI) dated December 5, 2024.

We have put together an experienced consulting team that will leverage best practices, technical expertise, local knowledge, and lessons learned, to help the City of Fullerton evaluate the feasibility of expanding the Walk on Wilshire pedestrian plaza, develop preliminary conceptual designs and identify strategies for phased implementation, with the goal creating a vibrant, pedestrian and bicycle-friendly space that enhances economic vitality of Downtown Fullerton.

Gensler is a California-based planning and design firm, with over thirty years of working in Orange County. Our team has worked with many Southern California cities on streetscape projects with similar challenges, including the City of Santa Ana (South Main Street Vision Plan), City of Los Angeles (Hollywood Walk of Fame Master Plan), and City of Brea (Downtown Streetscape Improvements). Details of each of these projects are included in this proposal. A common thread from all these projects is how rethinking streets can revitalize cities, create healthy communities, and support sustainable mobility.

We are experienced working with in Fullerton, with completed projects for California State University (CSU) Fullerton and the Muckenthaler Cultural Center, and we are currently leading the Orangethorpe Transit Village Conceptual Study at the Fullerton Park & Ride facility for The Orange County Transportation Authority (OCTA), in partnership with the City of Fullerton. This combination of transportation and development experience and expertise, along with established relationships in the community, makes Gensler ideally positioned to help the City of Fullerton analyze and maximize the opportunity of this project.

Most important in our offering, however, is our people. The team we have assembled benefits from being both locally-based (both our proposed Project Manager, Jaymes Dunsmore and Transportation Planning Lead, Tim Erney are Fullerton residents) and experienced leading similar projects. We know the timeline and budget are limited for this study, which is why their familiarity with the context and our team's experience with similar projects will be valuable to the City of Fullerton.

Gensler

Our proposed Project Manager, Jaymes Dunsmore, AICP, is a planner and urban designer with 15 years experience in both large-scale and community-oriented transportation projects; Jaymes is currently leading the Orangethorpe Transit Village Conceptual Study and previously lead the award-winning Santa Ana South Main Street Vision Plan and Hollywood Walk of Fame Master Plan.

Urban Design will be led by Jordan Kessler, AICP, who brings extensive experience designing high-quality public spaces that support community gathering and economic vitality. Completing the Gensler team is Midori Mizuhara, AICP who leads Gensler's Public Engagement Lab and brings over 15 years of experience is focused on creatively engaging communities to shape equitable outcomes in their cities and neighborhoods, including leading outreach and engagement for the Orangethorpe Transit Village Conceptual Study and Beach Boulevard Corridor Study.

Our team includes Kittelson & Associates, who will provide transportation engineering, planning, and analysis services. Transportation planning will be led by Tim Erney, a certified transportation planner with more than 20 years of experience in transportation planning and engineering throughout California, including multiple projects with Gensler in Orange County.

In the pages that follow, we invite you to acquaint yourselves with Gensler, our team, and our relevant experience. We appreciate your review and consideration of our submission and hope that it conveys the depth of our capabilities and interest in the Walk on Wilshire Concept Design & Feasibility Analysis, and our eagerness to work with you.

If you have any questions about the information provided, please feel free to contact me or our proposed Project Manager, Jaymes Dunsmore. We look forward to hearing from you.

Thank you,



Dylan Jones, AIA
Principal
(213) 243-8838
dylan_jones@gensler.com



Jaymes Dunsmore, AICP
Senior Associate/Project Manager
(213) 327-3105
jaymes_dunsmore@gensler.com



Project Understanding & Approach

We understand that the City of Fullerton (City) is seeking professional design assistance to:

- Evaluate the feasibility of expanding the Walk on Wilshire pedestrian plaza to extend from Malden Ave. to Harbor Blvd.;
- Develop preliminary conceptual designs for the expanded pedestrian plaza; and
- Identify strategies for phased implementation.

with the goal a vibrant, pedestrian and bicycle-friendly space that enhances economic vitality of Downtown Fullerton.

We understand that design concepts for the proposed expanded pedestrian plaza will need to balance a range of considerations, including:

- Community desire for outdoor seating and dining space
- Business concerns regarding access and visibility
- Bicycle access, ensuring connectivity with Wilshire Bike Boulevard to the east and west
- Parking access for both public parking (located north and south of Wilshire Ave) and Villa del Sol parking area
- Emergency vehicle access
- Service access for businesses
- Utility access
- Uses and programming
- Landscaping, Furnishings and Amenities

Finally, we understand the City is seeking an expedited timeframe for initial analysis and design concepts, in order to facilitate informed decision making by the City Council. Therefore, we propose a flexible, phased approach, with the first phase focused on initial Feasibility Analysis and Conceptual Design, with the goal of developing up to three feasible initial design concepts for presentation to the City Council approximately four weeks. The scope and schedule for the following phase(s) would be determined by the direction provided by the City Council.

PHASE 1: Initial Feasibility Analysis and Conceptual Design

For Phase 1, we propose a streamlined approach, structured around two (2) workshops, to allow for collaboration, presentation and discussion of in-progress deliverables, and real-time feedback.

- Workshop 1: Site Visit / Initial Feasibility Analysis
- Workshop 2: Initial Design Concepts

Workshops will include the project study team, City staff, and other stakeholders as the City determines appropriate. Workshop 1 will be conducted in-person along with an initial site visit. Workshop 2 will be conducted virtually using an online meeting platform provided by Gensler.

TASK 1. FEASIBILITY ANALYSIS

1.1 Project Start-Up

Following Notice to Proceed, Gensler will meet with the City Project Manager (PM) for a Pre-Kick-Off Call. The purpose of this meeting is to review and confirm the project scope and schedule, data needs, and schedule the two workshops included in this phase of work.

1.2 Initial Feasibility Analysis

The Gensler team will evaluate the feasibility of up to five (5) potential scenarios for converting Wilshire Avenue into a pedestrian-only street. Potential scenarios may include:

- Expansion of Walk on Wilshire pedestrian plaza from Malden Ave. to Harbor Blvd., with provision for bicycle and emergency vehicle access.
- Expansion of Walk on Wilshire pedestrian plaza from Malden Ave. to Harbor Blvd., with provision for bicycle and emergency vehicle access and limited vehicular access from Malden Ave to maintain parking access (one-way eastbound travel), with potential on-street parking/loading zone on the south side of the street.
- Expansion of Walk on Wilshire pedestrian plaza from Malden Ave. to Harbor Blvd., with provision for bicycle and emergency vehicle access and limited vehicular access from Harbor Blvd to maintain parking access (one-way westbound travel), with potential on-street parking/loading zone on the north side of the street.

- Shared-street concept with pedestrian/bike priority from Malden Ave. to Harbor Blvd, traffic calming measures, and vehicle access permitted.
- Time-based pedestrian plaza, with Wilshire Ave closed to vehicles from Malden Ave. to Harbor Blvd. at certain hours, but vehicular access allowed at other times.

For each of these scenarios, Gensler will evaluate impacts to:

- Pedestrian access and circulation
- Bicycle access and circulation
- Vehicular access and circulation
- Emergency access
- On-street parking supply
- Off-street parking access (including access to public parking areas located north and south of Wilshire Ave. and Villa del Sol parking)
- Utilities

Note: Initial Feasibility Analysis will be based on site visit observations and review of data provided by the City; traffic, parking and pedestrian counts are not included; surveying is not included. Geotechnical investigations, evaluation of sub-surface or hidden conditions is not included.

The Gensler team will document initial analysis findings to be presented as part of Workshop 1 (Task 1.3) and included in the Summary Presentation to City Council (Task 2.4).

The Gensler team will document initial analysis findings to be included in the Summary Presentation to City Council (Task 2.4).

1.3 Workshop 1/ Initial Site Visit

As part of Task 1, Gensler will meet with the City PM and other City staff for an Initial Site Visit and Existing Conditions Workshop. The purpose of this workshop is to review and confirm background information, existing site conditions, opportunities, constraints and project goals.

1.4 Stakeholder Engagement (Optional)

If requested, Gensler will conduct engagement with project stakeholders, potentially including business owners located within the project area and relevant advocacy groups, such as Save Walk on Wilshire. Stakeholder engagement may include one-on-one meetings with individual stakeholders, and/or an in-person workshop following the format described in Task 1.3.

Deliverable(s):

- Summary of Initial Feasibility Analysis Findings
- Facilitation of Workshop 1 (in-person), including preparation of agenda, workshop materials, and documentation of outcomes.

TASK 2. CONCEPTUAL DESIGN

2.1 Initial Design Concepts

Gensler will develop up to three (3) initial Design Concepts, illustrating different ways of achieving the project goals identified in Task 1. Concept Site Design Alternatives will represent a range of scenarios,

For each Design Concept, Gensler will prepare the following:

- Illustrative site plan
- Plan diagram(s) illustrating site access, circulation, parking, and open space, and utilities.
- Concept/sketch rendering
- As part of this task, Gensler will identify potential strategies for phased implementation.

Gensler will present initial Design Concepts and implementation strategies as part of Workshop 2 (Task 2.3).

2.2 Economic Impact Overview

Gensler will conduct a high-level literature review of the economic impact(s) of pedestrian plaza street conversion projects. Findings will be shared as part of Workshop 2 and incorporated in a summary presentation developed as part of Task 2.4.

2.3 Workshop 2

Gensler will meet with the City PM and other City staff or stakeholders identified by the City, to present the initial Design Concepts and implementation strategies from Task 2.1 and Economic Impact Overview from Task 2.2. Feedback provided by the City during this workshop will be incorporated in a summary presentation developed as part of Task 2.4.

2.4 City Council Presentation

Gensler will update the initial Design Concepts to incorporate feedback received from the City and other stakeholders as part of Workshop 2, prepare a summary presentation for the City Council.

Deliverable(s):

- Initial Design Concepts (up to 3), including illustrative plans, diagrams, and sketch renderings.
- Facilitation of Workshop 2 (virtual), including preparation of agenda, workshop materials, and documentation of outcomes.
- Summary Presentation to City Council

Phase 1 Schedule

The schedule for this initial phase is anticipated to be four (4) weeks, not including City Council presentation and review and optional tasks.

The following draft schedule illustrates projected completion based on a start date of January 6, 2025.

Task	Description	Projected Completion
1.1	Project Start-Up	Week of 1/6/2025
1.2	Initial Feasibility Analysis	Week of 1/13/2025
1.3	Workshop 1 / Initial Site Visit	Week of 1/13/2025
2.1	Initial Design Concepts	Week of 1/20/2025
2.1	Economic Impact Overview	Week of 1/20/2025
2.3	Workshop 2	Week of 1/27/2025
2.4	City Council Presentation	Week of 2/3/2025

**Phase 2:
Design Development, Economic Impact Analysis and On-Going Coordination**

Our approach to Phase 2 will be determined by the direction provided by the City Council. Based on City Council direction, in Phase 2 we could:

- Revise or refine one or more of the Conceptual Design Alternatives
- Develop additional Conceptual Design Alternatives
- Advance one or more of the Conceptual Design Alternatives, including development of

Optional Services

Design Development (Optional)

If requested, the Gensler team will refine the Initial Design Concepts developed in Task 2 based on the direction by the City Council. As part of this task, Gensler will prepare site plans, sections, elevations, and perspectives as necessary to illustrate the design intent of the refined Design Concepts. For each Design Concept, Gensler will prepare visualizations, including photorealistic or sketch renderings, and presentation materials.

Cost Estimates (Optional)

If requested, the Gensler team will prepare rough order-of-magnitude (“ROM”) cost estimates for one or more of the Conceptual Design Alternatives. The ROM cost estimates will also include key backup and other details regarding quantity and unit price breakdown of cost line items, which may include materials, utilities, labor, and contracted services.

Economic Impact Analysis (Optional)

If requested, the Gensler team will assess potential benefits and impacts on businesses and the commercial district. Complete necessary data collection and assessment of publicly available information or pedestrian cellular data to accomplish this task.

Traffic Analysis (Optional)

If requested, Gensler’s subconsultant, Kittelson, will conduct a traffic analysis to determine the potential circulation effects of the advanced Conceptual Design Alternatives. To support this effort, Kittelson will review historic counts provided by the City, plus conduct new counts at key intersections along Harbor Blvd., Malden Ave, Wilshire Ave., and Amerige Ave. This data will be used to determine the number of vehicles affected by the Walk on Wilshire project and whether implementation of any of the Conceptual Design Alternatives would negatively impact intersection operating conditions. Measures to reduce any impacts, such as intersection restriping, traffic signal timing/phasing changes or improved wayfinding, will be explored and recommended. In addition, Kittelson will review recent accident data to determine if the Walk on Wilshire or any of the Conceptual Design Alternatives would result in increase in severe injury rates to pedestrians and bicyclists.

Parking Analysis and Management Plan (Optional)

If requested, Gensler’s subconsultant, Kittelson, will conduct a parking study to determine current parking conditions in the study area. This would include counts of existing public and private parking spaces and their regulations (i.e., meters, time limits, restrictions) plus occupancy during peak periods. For each Conceptual Design Alternative, Kittelson will estimate the number of parking spaces that would be affected and calculate the net change in parking conditions. Based on this information, Kittelson will develop a parking management

plan framework that looks at the parking space supplies and regulations, and recommends changes and enhancements to improve overall parking conditions. Potential strategies may include modifications to time limits to encourage higher turnover, remote parking for employees, shared parking, and improved wayfinding.

In addition, Kittelson will review the access and circulation to the public and private off-street parking lots that would have driveways impacted by the Conceptual Design Alternatives and determine if any modifications would be needed to maintain operations.

Public Outreach & Engagement Support (Optional)

If requested, the Gensler team will provide support for public outreach and engagement, including development and distribution of project communications materials (project information sheet, text and graphics), facilitation of digital engagement (such as development of a project webpage, online survey, social media strategy and posts), and/or organization and facilitation of outreach events (such as pop-up outreach at existing City or community events, or project-specific open house).

On-Going Collaboration with City Staff (Optional)

If requested, the Gensler team will provide on-going collaboration and support to City staff, including attending meetings to discuss findings, refine designs, and provide guidance as requested.



Phase 2 Schedule

The schedule tasks beyond Phase 1 will be determined based on the tasks requested and direction provided, by City Council.

Cost Breakdown

	Hourly Rate	TASK 1		TASK 2		Total	
		Feasibility Analysis		Conceptual Design Development			
		Hours	Amount	Hours	Amount	Hours	Amount
Direct Labor:							
Gensler							
Principal/ Design Director	\$350	2	\$700	2	\$700	4	\$1,400
Project Manager	\$225	16	\$3,600	24	\$5,400	40	\$9,000
Sr. Urban Designer	\$200	12	\$2,400	24	\$4,800	36	\$7,200
Urban Planner / Designer	\$175	48	\$8,400	72	\$12,600	120	\$21,000
Gensler Subtotal		78	\$15,100	122	\$23,500	200	\$38,600
Kittelson - Traffic & Transportation Planning							
Senior Principal	\$335	4	\$1,340	4	\$1,340	8	\$2,680
Transportation Engineer/Planner	\$220	10	\$2,200	6	\$1,320	16	\$3,520
Analyst	\$170	12	\$2,040	8	\$1,360	20	\$3,400
Graphics / GIS	\$130	4	\$520	4	\$520	8	\$1,040
Sub Contractor Subtotal		30	\$6,100	22	\$4,540	52	\$10,640
Firm-Fixed Price Total			\$21,200		\$28,040		\$49,240

Gensler's Fee Proposal is based upon our Scope of Services provided herein and includes the general assumptions put forth in the RFP from the City of Fullerton. We look forward to learning more about your project and tailoring the fee to best meet your aspirations and vision for Walk on Wilshire.

Additional Services

For any services that Gensler may provide outside of the basic scope of services, Gensler will be compensated on an hourly billing rate basis. Work will not commence without prior authorization from the City of Fullerton. The hourly rates for key personnel are in the above Cost Breakdown. Hourly billing rates are published and apply to all of our projects. Rates are reviewed annually based upon an assessment of the market value of the position/function.



Potential Scenarios

Existing Conditions



Scenario 1 Extended pedestrian plaza.



Scenario 2 Extended pedestrian plaza with half-block one-way vehicular access (eastbound).



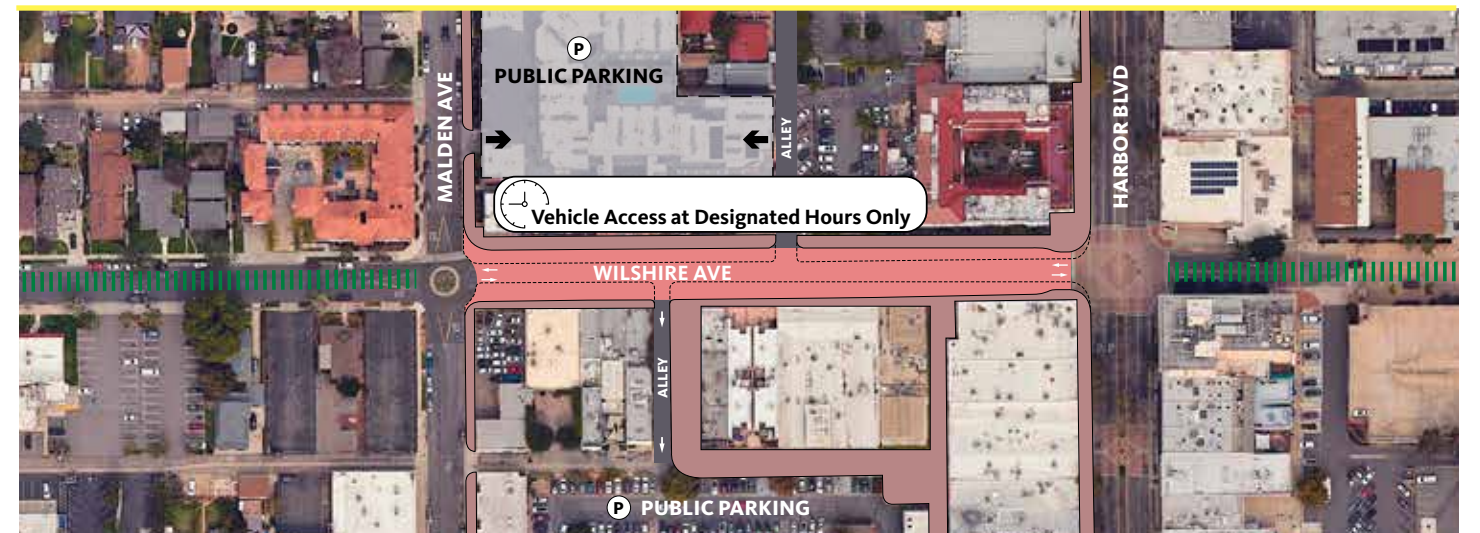
Scenario 3 Extended pedestrian plaza with one-way vehicular access (westbound).



Scenario 4 Shared street pedestrian plaza/vehicular access.



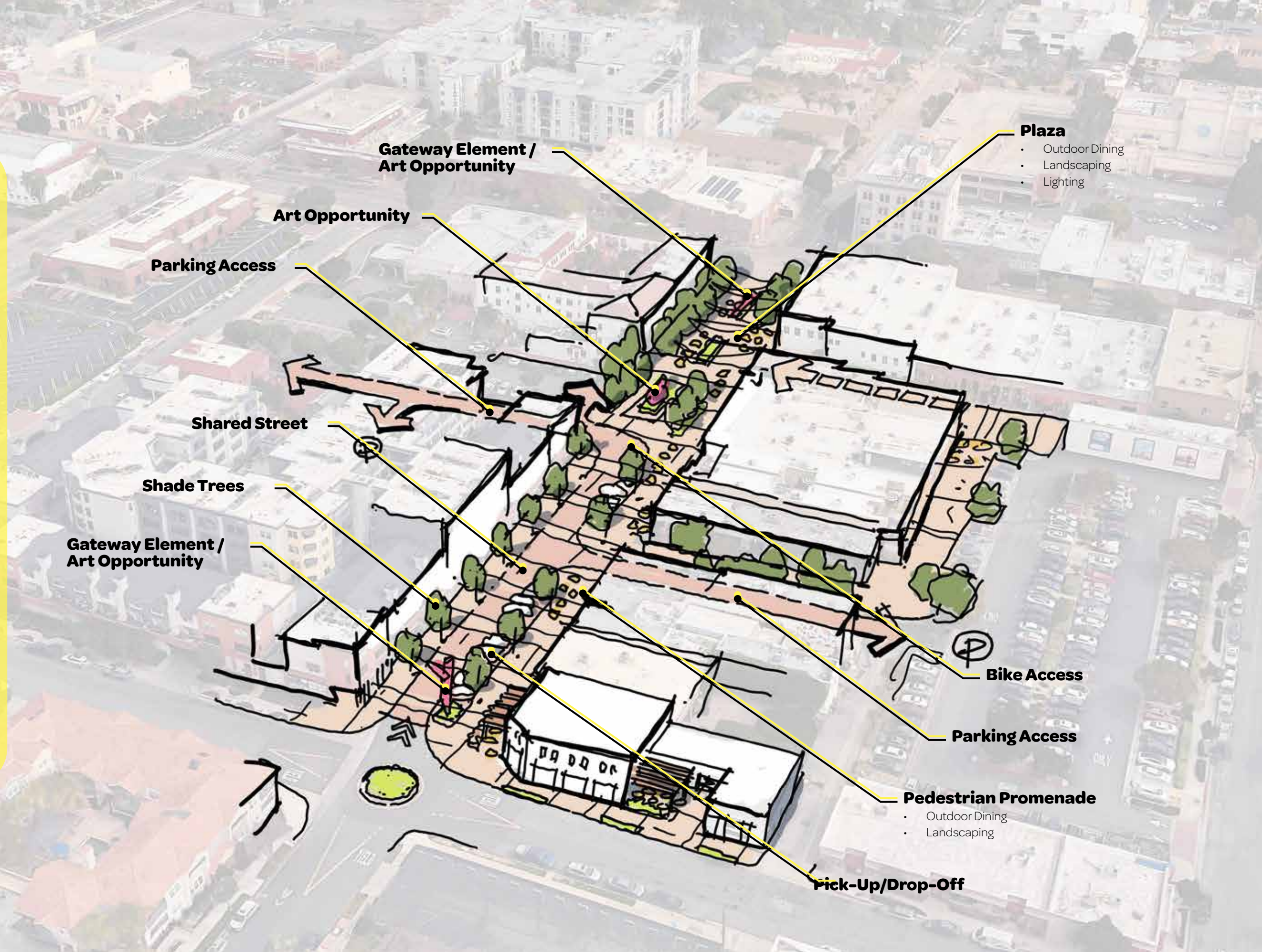
Scenario 5 Extended pedestrian plaza with time-restricted vehicular access.



What if...

This birdseye view illustrates some of our initial ideas for re-imagining Wilshire Avenue as a vibrant, pedestrian and bicycle-friendly space that enhances economic vitality of Downtown Fullerton.

It is provided as an example of our design thinking. If selected, we will work with the City of Fullerton and stakeholders to evaluate the feasibility of various scenarios for reconfiguring Wilshire Avenue, develop preliminary conceptual designs and identify strategies for phased implementation, as described in our project approach.



Cities + Urban Design at Gensler



We believe that thoughtful design connects nature, technology, and people while planning for resilience in a changing world. The places we create are rooted in local culture and act as a catalyst for socially sustainable urban transformation. Our multidisciplinary team helps shape people-centered urban experiences and mobility solutions for clients across the public and private sectors. From new cities to urban districts to individual blocks, we design places that connect people. Our urban design plans balance public realm, vertical development, and complex urban systems. We work with developers, public agencies, non-governmental organizations, and institutions at all stages, from vision plans and feasibility studies to entitlements and implementation.

At Gensler, the value of our work stems from its positive impact on the human experience. We are a dynamic and collaborative design firm uniting creativity, research, and innovation to solve complex problems for our clients. Our work challenges conventional ideas about architecture and the built environment. We aren't just designing buildings — we are reimagining cities and places that make a difference in people's lives. Everything we do is guided by our mission: to create a better world through the power of design.

Cities + Urban Design

Gensler believes thoughtful and strategic design can create memorable and uplifting places that can also nurture community and connect people to their urban context and produce an economic rebirth all at once. Transformation can begin by redefining

physical streetscape. This will enhance physical and mental well being for visitors and residents alike. From simple, obvious actions related to street furnishings, public art, trees and landscape to more complex interventions involving zoning, street facade design and pedestrianized or shared streets, many ideas can be explored and options created.

It is off this linear organization already in place where one would start to conceive of other opportunities for pedestrian engagement and movement. Such opportunities could be temporary art installations, places for live performances, sidewalk dining, zones for alternative modes of transport, rest stops, charging stations, and digital newsstands.

The street is for everybody—it is primarily and foremost for pedestrians. Engaging the pedestrian happens at many levels and at many scales of movement.

Understanding these various levels and scales is the key to providing the opportunity for good pedestrian experiences. For the pedestrian to intuitively comprehend where different activities can take place requires visual cues and markers of different scales. Landscape, seating, activity zones, graphics, lighting, and various other streetscape elements all form the palette of such markers. Proper design and choreography of this palette into recognizable spatial patterns is the responsibility of design and when done successfully provides a soft definition to the form of the street, transforming it into a public platform for multiple players to share.

City of Santa Ana

South Main Street Vision Plan

Santa Ana, CA

Gensler began working with the City of Santa Ana through our firmwide Initiative: “Redefining the Town Square”, which aimed to apply our creative talents to redefining community-supporting places in the cities in which

From initial research, through concept design and the final presentation of our findings, Gensler worked with the City of Santa Ana, stakeholders and the Santa Ana Merchants Association on a revitalization study for South Main Street. This initial research study led to allocated funding to help make this vision become a reality.

Riddled with vacant big box stores and empty parking lots, the existing street lacks walkability and character. In an effort to revitalize this corridor, Gensler has developed a master plan

to create a new heart in the center of Orange County. Rerouting traffic to reduce flow will make the streets more walkable. Widened, landscaped sidewalks and newly updated storefronts will create character and curb appeal. Plazas filled with water features, public art, and eateries will create a sense of intimacy for Main Street. After meeting with the community, the concept of a “Cultural Trail” was developed that celebrates the art, history, and people that give South Main Street its unique identity and connect the neighborhoods along the corridor with physical and visual linkages.



Gensler

1,019,000 sq ft

Completed 2016

Services Provided

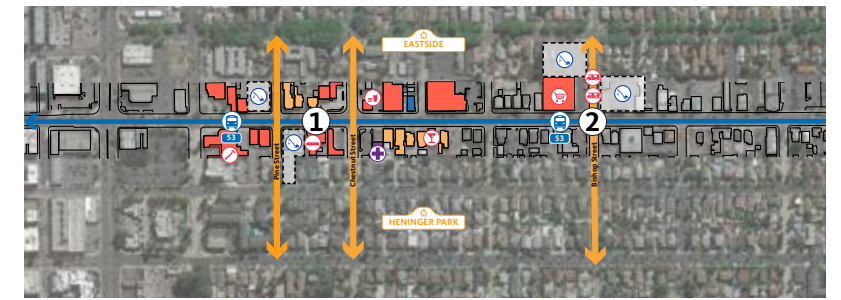
- Master Planning
- Visioning
- Community Outreach and Facilitation

Awards

AIA of Orange County, 2017

Client Reference

Marc Morely
 Economic Development Specialist
 City of Santa Ana
 (714) 647-6588
 mmorley@santa-ana.org



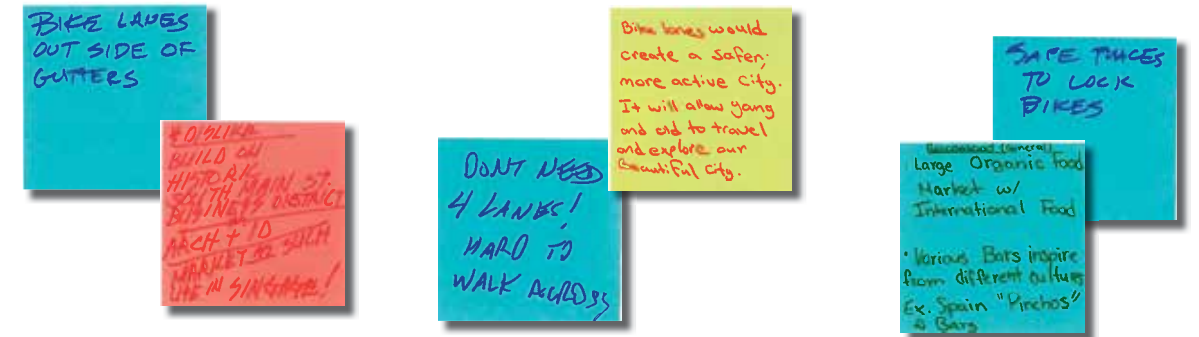
- NEIGHBORHOOD CONNECTION
- COMMERCIAL AMENITIES
- COMMUNITY AMENITIES
- TRANSIT STOP
- POTENTIAL DEVELOPMENT SITE



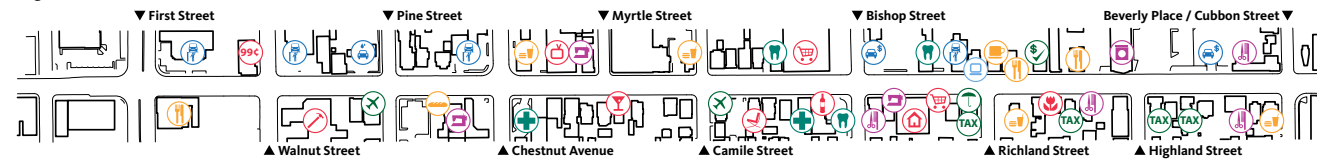


South Main Street Vision Plan *La Visión de South Main Street* Planning Options Report

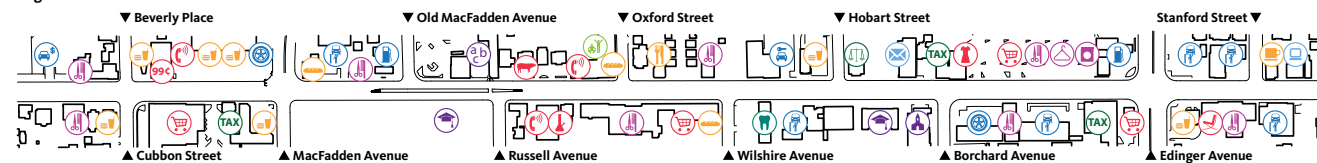
December 31, 2015



Segment 1 First Street to Cubbon Street



Segment 2 Cubbon Street to Stanford Street



Segment 3 Stanford Street to Warner Avenue

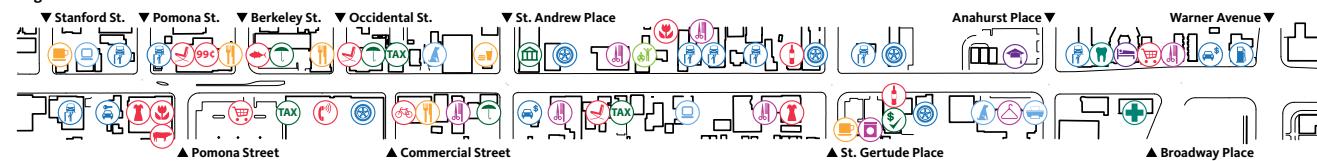


Figure 2.8 Existing Uses (Observed / September 2015)



Figure 5.2 Overview of Proposed Improvements



City of Los Angeles Bureau of Engineering

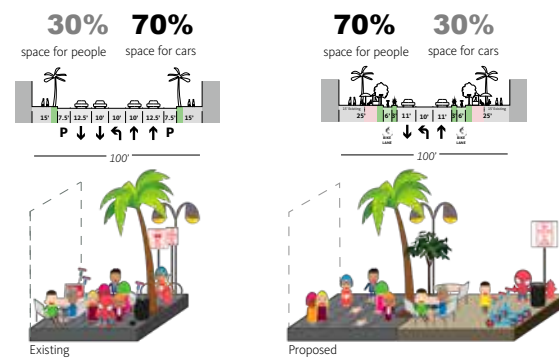
Hollywood Boulevard Walk of Fame Streetscape Master Plan

Hollywood, Los Angeles, CA, USA

Gensler is working with the City of Los Angeles to reimagine the Hollywood Walk of Fame, an iconic landmark that attracts millions of visitors from around the world.

Gensler worked with the City of Los Angeles to reimagine the Hollywood Walk of Fame, an iconic landmark that attracts millions of visitors from around the world every year. Guided by the concept that the street is for everyone — those who live, work, and visit Hollywood — Gensler envisioned a new streetscape plan. The Walk of Fame today is a contested space, with insufficient space for the millions of people who visit every year. Seventy percent of the existing space along Hollywood Boulevard is dedicated to vehicular use, with just thirty percent available for everything else. Along the limited existing sidewalk today, pedestrians, tourists, vendors, and performers compete for space with necessary infrastructure, including street furnishings, street lighting, landscaping, signage, bicycle parking, scooter parking, as well as other uses. Not surprisingly, the star attraction—the Walk of Fame—gets lost in the clutter.

Designed to expand previously limited sidewalk access and create an enhanced pedestrian experience, the streetscape plan flips the ratio of space allotted for people versus space for vehicles — more than doubling space available for residents and visitors. By expanding the sidewalk and creating new event plazas, the iconic Hollywood destination activates new pedestrian spaces with amenities that provide places to eat, play, watch, perform, and rest.



The plan transforms the revitalized Hollywood Boulevard into a complete street that supports a range of transportation modes, enhances pedestrian safety and accessibility through a variety of sidewalk, crosswalk, and intersection improvements, and provides lanes for bicyclists, scooters, and other slow-speed mobility options.

Upon completion of the concept master plan in 2020, Gensler worked with the City of Los Angeles to secure funding and move towards implementation. With construction anticipated to begin in 2025, Gensler is currently leading advanced design for the first phase of implementation, including quick-build streetscape improvements funded by LA Metro's Active Transportation Program.

Gensler

1.3 miles

Concept Master Plan
Completed 2020

Phase I Implementation
Ongoing

Services Provided

- Visioning
- Urban Design
- Stakeholder Engagement
- Community Outreach and Facilitation
- Implementation
- Construction
- Documentation

Awards

- American Institute of Architects (AIA) Los Angeles Design & NEXT Awards Winner for Public Spaces, 2021
- American Planning Association (APA) Los Angeles Planning Award of Excellence in Urban Design, 2020
- Souther California Development Forum (SCDF) Design Awards Citation Award for Urban Design, 2020
- Westside Urban Forum (WUF) Design Awards Citation Award for Public/Open Space, 2020

Client Reference

Nur Malhis, PE, CCM, ENV
Principal Civil Engineer
City of Los Angeles, Bureau of Engineering, Street Improvement Division
(213) 485-4737/1149
nur.malhis@lacity.org



QUICK-BUILD DESIGN ELEMENTS

- 1 Pedestrian Zone Extension
- 2 Street Furnishings
- 3 Planters and Landscaping
- 4 Bus Boarding Platforms
- 5 Bus Shelters
- 6 Transit Kiosks



North La Cienega Business Improvement District (NLACBID)

North La Cienega Boulevard Urban Streetscape Revitalization

Los Angeles, CA

The new North La Cienega celebrates its tactile design legacy and invites new audiences to explore, discover, and gather. Gensler was commissioned by the North La Cienega Business Improvement District to re imagine a roughly one-mile stretch of retail focused urban streetscape bordering West Hollywood and Beverly Hills.

North La Cienega, like many local neighborhoods, is shifting and evolving to meet the market demands of new demographics, businesses, and regional draws. How can this iconic corridor, well-known for its design and decorative arts culture, welcome a new future where visitors not only come to shop and peruse, but also dine, meet friends, explore, and experience something new? Revisioning the North La Cienega streetscape strives to not only

support and enhance local business activity, but also create a rich destination to all who live, work, and play on and around this unique corridor. Gensler's targeted urban design and public realm design concepts included strategically widening sidewalks to allow for enhanced landscaping, public art, and spill out dining from local ground floor retail, creating a vibrant atmosphere for pedestrians.

Gensler

Completed 2019

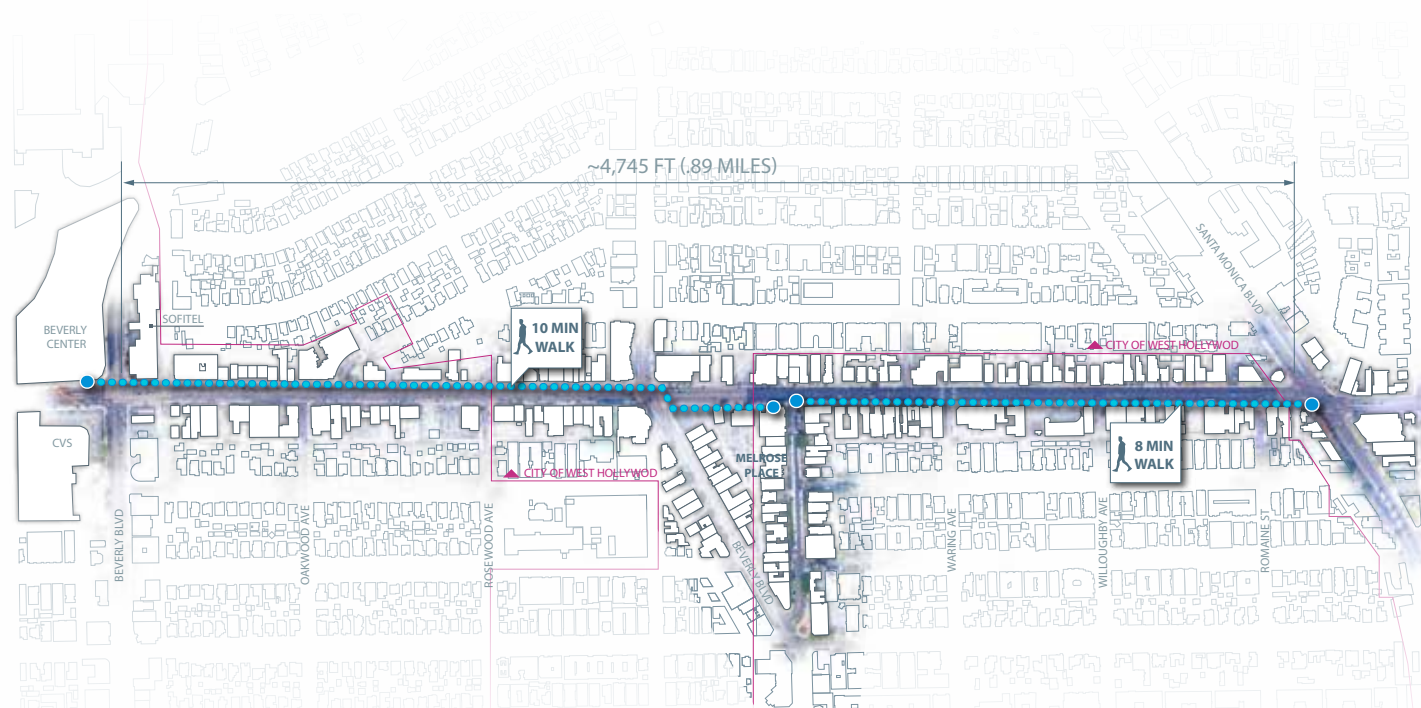
Services Provided

- Streetscape Design
- Public Realm
- Stakeholder Outreach

Client Reference

Philip Stites
North La Cienega Business Improvement District
Philip@philipstites.com

Justin Siplin
North La Cienega Business Improvement District
Justin@northlac.org



MELROSE EVENT PLAZA

EXPANDED SIDEWALKS & PARKING

INSTALLATION PLAZA + GATEWAY

SPECIAL EVENT + DINING PLAZA
EMBEDDED EVENT INFRASTRUCTURE

45 ANGLE-IN PARKING SPACES
IMPROVED PEDESTRIAN EXPERIENCE

ROTATING ART INSTALLATION
SAFE CONNECTIONS TO MELROSE AVE



Orange County Transportation Authority (OCTA)

Fullerton Park & Ride TOD Master Plan / Orangethorpe Transit Village

Fullerton, CA

Gensler is leading development of a master plan to transform the OCTA Fullerton Park and Ride facility into a transit-supportive mixed-use development with neighborhood retail, offices, housing, and community-oriented open space.

The project vision is centered on five key elements:

- Transit-Supportive Mixed-Use Development
- Enhanced Transit and Park and Ride Facilities
- Improved Transit Rider Experience
- Increased Access to Sustainable Mobility
- Community Pride and Sense of Place

This vision is reflected in a new name for the project site: the Orangethorpe Transit Village, reflecting the historic name of the community, highlighting the mobility options today, and representing the future of the site as a mixed-use village, with housing, shops, services and community space.

As part of the project, Gensler led an inclusive

community outreach process that included multiple in-person workshops, pop-up events, and digital communications, engaging over 500 community members.

Gensler developed three conceptual site design alternatives based on the community input provided, illustrating different ways of achieving the project vision. Together site design alternatives represent a range of development scenarios, informed by a market assessment and community aspirations.

Gensler

Project Area

9 Acres

Projected Completion

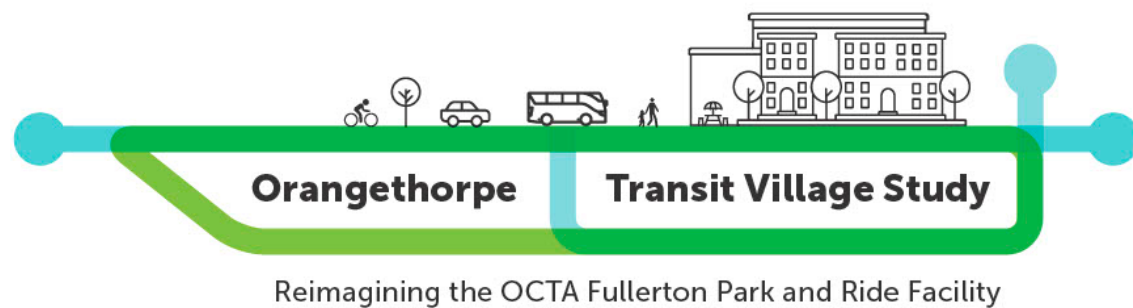
June 2025

Services Provided

Site Analysis
Master Planning
Conceptual Architectural Design
Outreach & Engagement
Visualizations

Client Reference

Angel Garfio, M.U.P.
Orange County Transportation Authority (OCTA), Long-Range Planning & Corridor Studies
Transportation Analyst
(714) 560-5822
agarfio@octa.net



City of Brea

Downtown Streetscape Improvements

Brea, CA

After 20 years of success with a simple geometric grid pattern incised in the pavement, The City of Brea retained Gensler to redesign the intersection at the corner of Brea Boulevard and Birch Street, the heart of the downtown.

Performance requirements for the work required minimal maintenance, simple to complex designs, integration of a regional color palette, and investigation of themes pertinent to Brea's history of 'Oranges, Oil, and Opportunity'. The application is heat activated thermoplastic, a technology preferred for its color integrity, ease of application and maintenance, and relative low cost. The preferred design is abstracted into repetitive patterns and applied in 2' x 3' numbered sheets over the span of 2 days. The Life span of the application is guaranteed for more than 10 years.



Gensler

Completed 2019

Services Provided

Urban Design
Stakeholder Engagement
Community Outreach

Client Reference

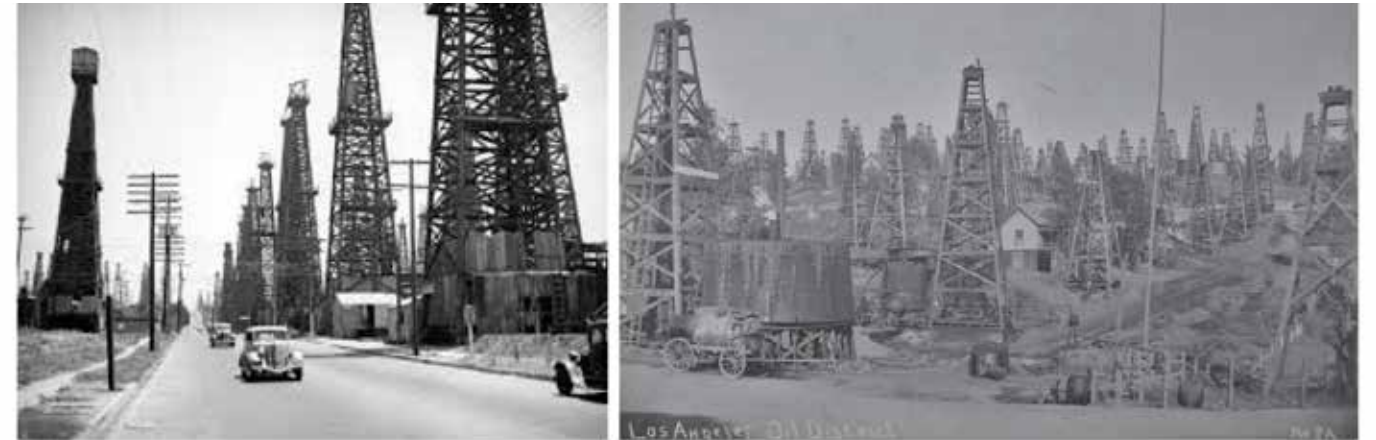
Jason Killebrew
Deputy City Manager
City of Brea
Community Development
Director
(714) 990-7600
jasonk@cityofbrea.net

NATURE | LANDSCAPE

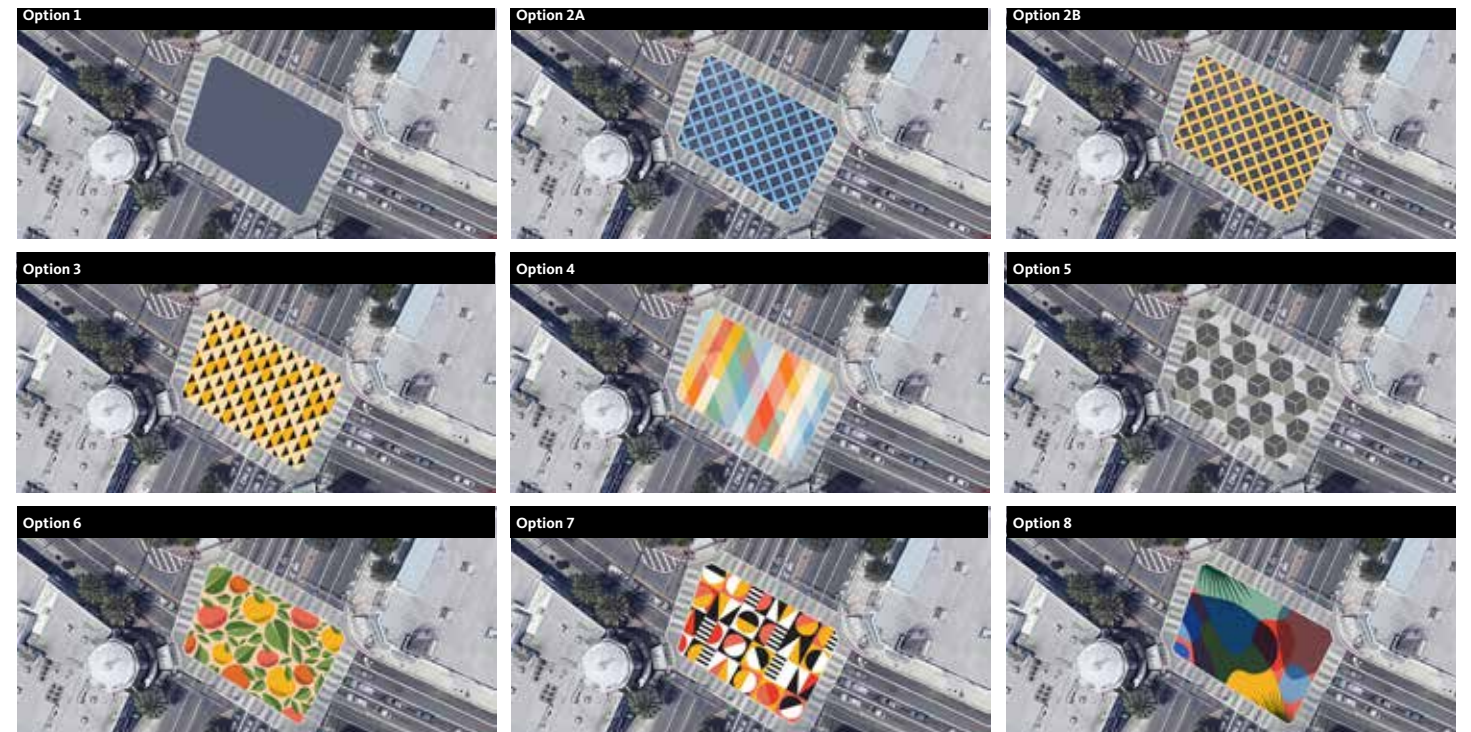


HILLSIDE: Mix of built and natural features | Curving / jagged lines | Strong color

HISTORY



OIL FIELD: Contrast | Black & white | Vertical & horizontal | Repetitive

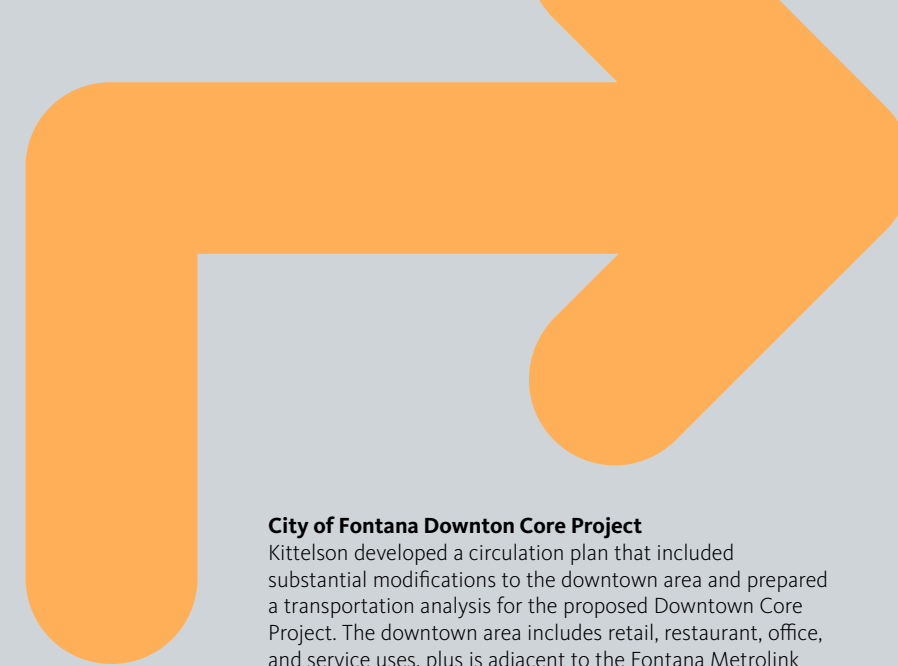


Traffic & Transportation Planning at Kittleson & Associates, Inc.

Subconsultant Partner

Kittleson & Associates, Inc. (Kittleson) provides comprehensive transportation engineering, planning, and research services to government and private organizations. Founded in 1985, Kittleson is composed of over 380 skilled professionals and national experts across 27 offices, including our Southern California headquarters in the City of Orange. Kittleson's traffic engineering experience includes conducting site-specific traffic engineering and impact studies; generating traffic signal timing for arterials and networks; analyzing advanced traffic control systems; and performing transit operations analyses, like evaluating bus and rail operations. Kittleson provides professional support during all stages of a development project. From early in the site analysis process through approval and construction, Kittleson is committed to providing clients with creative solutions and quality products.

Kittleson's design experience includes preparing plans and specifications for traffic signal and roundabout installations; implementing street lighting, signing, pavement marking, and channelization improvements; and overseeing temporary protection and traffic control during construction. Kittleson also develops and evaluates scaled design alternatives for collectors, arterials, freeway systems, and interchanges while accounting for geometric, operational, and performance-related issues.



City of Fontana Downton Core Project

Kittleson developed a circulation plan that included substantial modifications to the downtown area and prepared a transportation analysis for the proposed Downtown Core Project. The downtown area includes retail, restaurant, office, and service uses, plus is adjacent to the Fontana Metrolink Station and City Hall. Overall, the project consisted of implementing transit-oriented development principles and changes to parking and an enhanced bike and pedestrian network to invigorate redevelopment and encourage a mixed-use environment. The work was conducted in partnership with multiple city agencies and departments.

A key element of the plan was the proposal to reduce the number of travel lanes (road diet) or close Sierra Avenue, the main roadway, to vehicular travel to establish a new pedestrian plaza. Kittleson conducted traffic diversion analysis, using the regional travel demand model, to determine the effect of lane changes on vehicular travel patterns. Based on these results, Kittleson created conceptual designs to accommodate the substantial amount of traffic, bicycle and pedestrian activity in the area, while considering constraints with the available roadway right-of-way and access to businesses. In addition, Kittleson conducted technical analysis including intersection and roadway operations and VMT estimates, to determine the potential for secondary effects of changes to the roadways. Kittleson also prepared conceptual plans for several concepts, including roundabouts at key intersections, angled and parallel parking configurations, and multiple bike and transit facility configurations.

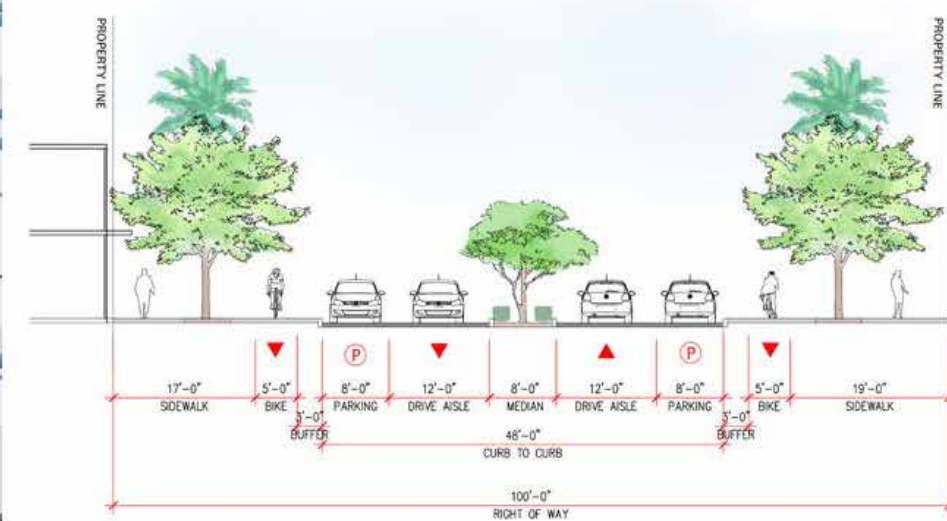
Sierra Avenue Expanded Sidewalk

Phase I



Phase I Section

Two lane road + Bike lane + Parallel parking



- Expanded pedestrian space
- New protected bikelanes
- Shade trees added for pedestrian comfort
- Trees added to median to enhance street identity
- Single lane of traffic in each direction
- Parallel parking maintained



Gensler



Dylan Jones, AIA

Principal

Principal in Charge

Dylan is a licensed architect and strategic planner with over 20 years of experience in planning and design for both private and public sector clients.

Dylan works at the intersection of private development and public infrastructure, believing mobility is a core building block of the 21st-century, sustainable city. Dylan has led the development of numerous transit oriented community redevelopment plans, including a number of innovation districts, master plans and strategic plans.

Dylan founded and directs Gensler's Mobility Lab, which focuses on the way in which mobility disruptions are re-shaping the way we consume live/work/play experiences, and in turn, the future city. Dylan works with a number of regional transportation and planning authorities, and major technology and mobility companies at a global scale, in the development of place strategies resilient to technology, social and environmental disruptions.

21 Years of Experience

Joined Gensler 2014

Background

Master of Architecture, University of British Columbia, Vancouver, Canada
 Career Discovery - Architecture, Harvard University, Cambridge, MA
 Bachelor of Economics, Washington State University, Pullman Washington
 Member, American Institute of Architects
 California Licensed Architect

Selected Project Experience

- OCTA Fullerton Park and Ride Joint Use Master Plan, Fullerton, CA
- OCTA Bravo! BRT Station Design, Orange County CA*
- OCTA Newport Transportation Center, Newport Beach, CA
- Santa Ana Regional Transit Center Master Plan, Santa Ana, CA*
- BMW DesignWorks / Gensler Mobility Hub Concepts, Multiple Locations
- Bosch Mobility and Real Estate Framework
- BYD Inglewood NFL Stadium Connector, Los Angeles, CA
- City of Coral Gables Mobility Hub, Coral Gables, FL
- City of Huntington Beach Neighborhood Electric Vehicle (NEV) Plan, Huntington Beach, CA
- City of Los Angeles Bike Facility Evaluation Study, CA*
- City of Redwood City Transit District Planning and TOD, Redwood City, CA
- Electrify America Mobility Hub New Showcase Prototype
- Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA
- Metro Cesar Chavez Mobility Hub, Los Angeles, CA
- Metro North Crenshaw TOD Analysis Report and Opportunities Study, Los Angeles, CA
- Metro Blue Line First / Last Mile Strategic Planning, Los Angeles, CA
- Metro First Last Mile Strategic Plan, Los Angeles, CA*
- Metro Gold Line TOD Analysis, Los Angeles, CA*
- Metro Integrated Station Design Solutions, Los Angeles, CA
- Metro Rail Corridor Coordination Study, Los Angeles, CA*
- Metro Sepulveda Transit Corridor Station and Mobility Hubs Planning and Design, Los Angeles, CA
- Metro Union Station Master Planning and Design Vision, Los Angeles CA*
- North Hollywood TOD Master Plan and Mobility Hub, Los Angeles, CA
- SANDAG Blue Line TOD Study, San Diego and Chula Vista, CA
- Pier 70 Urban Integration and Mobility Strategy, San Francisco, CA
- San Diego International Airport Terminal 1 & Roadways, San Diego, CA
- Santa Monica Business Park, Santa Monica, CA
- San Ysidro Mobility Hub, San Ysidro, CA
- Sepulveda Transit Corridor Transportation Planning and GIS-Based Analysis, Los Angeles, CA
- Uber Skyport Mobility Hub Concept, Los Angeles, CA

* Experience Prior to Gensler



Jaymes Dunsmore, AICP

Senior Associate

Project Manager

As the project manager and lead planner on innovative and award-winning planning and urban design projects, Jaymes is focused on transforming the future of cities.

Jaymes is a champion of streetscape design that prioritizes the pedestrian experience, and an advocate for sustainable, transit-oriented, urban development. Jaymes' work has received numerous awards, including the APA California Award of Excellence (2022) for the Sunrise Tomorrow Specific Plan, which he led as Project Manager and Lead Planner; AIA Los Angeles Next LA Design Award (2021) for the Hollywood Walk of Fame Master Plan; and APA Orange County Economic Development and Planning Award (2017) for the Santa Ana South Main Street Vision Plan.

Jaymes also serves as Co-Leader of the Gensler Mobility Lab, leading firmwide research on mobility and transportation design, and he is frequently invited to speak about planning and design issues.

15 Years of Experience

Joined Gensler 2012

Background

Massachusetts Institute of Technology, Master in City Planning
University of California, Berkeley. Bachelor of Arts, History
Minor in City and Regional Planning
American Institute of Certified Planners (AICP)
Member, American Planning Association

Selected Project Experience

- OCTA Newport Transportation Center, Newport Beach, CA
- OCTA Fullerton Park and Ride Joint Use Master Plan, Fullerton, CA
- Hollywood Boulevard Walk of Fame Streetscape Plan, Los Angeles, CA
- Los Angeles Metropolitan Transportation Authority (LACMTA)
Metro North Crenshaw TOD Analysis Report and Opportunities Study, Los Angeles, CA
- Metro Blue Line First / Last Mile Strategic Planning, Los Angeles, CA
- Metro Integrated Station Design Solutions, Los Angeles, CA
- Metro Rail Planning & Design Services, Los Angeles, CA
- Metro Sepulveda Transit Corridor Station and Mobility Hubs Planning and Design, Los Angeles, CA
- Transit-Oriented District Design Guidelines, Los Angeles, CA*
- Union Station LINK, Los Angeles, CA
- Anaheim Sports Town TOD Master Plan, Anaheim, CA Los Angeles
- Avenue of Angels Urban Design, Los Angeles, CA
- BYD Inglewood NFL Stadium Connector, Los Angeles, CA
- California High Speed Rail Program Plan*
- City of Citrus Heights Sunrise Mall Specific Plan, Citrus Heights, CA
- City of Huntington Beach Neighborhood Electric Vehicle (NEV) Plan, Huntington Beach, CA
- City of Santa Ana South Main Street Vision Plan, Santa Ana, CA
- FivePoint
Great Park Integrated Master Plan, Irvine, CA
- Valencia Master Plan, Valencia, CA
- North Hollywood TOD Master Plan and Mobility Hub, Los Angeles, CA
- OCPC Campus Heritage Fields, Irvine, CA
- Port Colorado Visioning, Aurora, CO
- San Diego Airport Terminal 1 and Roadways, San Diego, CA
- SANDAG Blue Line TOD Study, San Diego and Chula Vista, CA
- San Ysidro Transit Center and Mobility Hub Improvements, San Ysidro, CA
- Sepulveda Transit Corridor Transportation Planning and GIS-Based Analysis, Los Angeles, CA
- Taylor Yard Planning Study, Los Angeles, CA

* Experience Prior to Gensler



Jordan Kessler, AICP

Associate

Urban Design Lead

With over a decade of project experience, Jordan promotes design strategies that seek to minimize the impact of development on the land while maximizing its value for client, stakeholders and the public realm. His expertise encompasses urban redevelopment concepts, large scale master plans, streetscape design and regional transportation planning.

As an urban designer, Jordan is passionate about examining and imagining the synergies that emerge at the intersection of density and public space. He brings a sensitivity that fuses his interests in ecological urbanism and emergent place typologies into a comprehensive approach to planning and urban design. This perspective comes to life through his design direction on projects that prioritize placemaking and high quality experiences as the foundation of next generation communities.

14 Years of Experience

Joined Gensler 2014

Background

Master of Architecture; Urban Design, The University of Texas at Austin, Austin, Texas
Bachelor of Architecture, Cal Poly San Luis Obispo, CA
American Institute of Certified Planners (AICP)

Select Project Experience

- OCTA Fullerton Park and Ride Joint Use Master Plan, Fullerton, CA
- North La Cienega Boulevard Urban Streetscape Revitalization, Los Angeles, CA
- 888 Douglas Adaptive Reuse, El Segundo, CA
- AVION Burbank Creative Campus, Burbank, CA
- City of Sparks Conceptual Planning, Spark, NV
- City of Las Vegas Historic Westside, Las Vegas, NV
- City of Hope Master Plan, Duarte, CA
- City of Redwood, Planning Support, Redwood City, CA
- City of Santa Ana South Main Street Corridor Vision Plan, Santa Ana, CA
- Downtown Clearwater Master Plan, Clearwater, CA
- Los Angeles Metropolitan Transportation Authority (LACMTA)
Metro Integrated Station Design Solutions, Los Angeles, CA
- FivePoint Great Park Integrated Master Plan, Irvine, CA
- FivePoint Valencia Master Plan, Valencia, CA
- 10100 Jefferson Feasibility Study, Culver City, CA
- Air Products Site Planning, El Segundo, CA
- Anaheim Sports Town TOD Master Plan, Anaheim, CA
- Banc of California Stadium, Los Angeles, CA
- Beverly Park Master Plan, Beverly Hills, CA
- Burbank Tech Center, Avion at Burbank, Burbank, CA
- Calmart Property Redevelopment, Los Angeles, CA
- City of Redwood On Call, Redwood City, CA
- CMG Convention Centre Mixed-Use Development, Los Angeles, CA
- The Culver Studios Innovation Plan, Culver City, CA
- Gardenwalk Repositioning, Anaheim, CA
- Gateway Los Angeles Sign District, Los Angeles, CA
- Getty Station, Los Angeles, CA
- Jamboree & MacArthur, Irvine, CA
- Moorpark College Facilities Master Plan, Moorpark, CA
- Netflix Studio Study, Hollywood, CA
- NoHo Nexus TOD, North Hollywood, CA
- Northwood Block A / Block B Concepts, Colorado Springs, CO
- Panama Pacifico Master Plan, Panama City, Panama
- Patrinely Master Plan, Las Vegas, NV
- Sharp Grossmont Hospital Master Plan, La Mesa, CA
- Taza Innovation District Master Plan, Calgary, CAN



Midori Mizuhara, AICP

Senior Associate

Community Outreach & Engagement Lead

With 16 years of experience in urban planning, design, and community development, Midori is focused on creating well designed and activated public spaces and creatively engaging communities to shape their built environment. Throughout her career, Midori has worked extensively with both public and private clients to reimagine the public realm through active and tactical outreach strategies.

From plazas, parks, sidewalks, streets, and leftover urban spaces, Midori works at multiple scales with a variety of stakeholders, and has honed her skills in leading community driven processes to create impactful public spaces. Midori has shaped public realm design projects locally and nationally and has led region-wide community outreach and creative marketing campaigns through her work with the Go Human active transportation campaign by the SCAG and the Go Little Tokyo campaign with the Little Tokyo Community Council and LA Metro.

16 Years of Experience

Joined Gensler 2014

Background

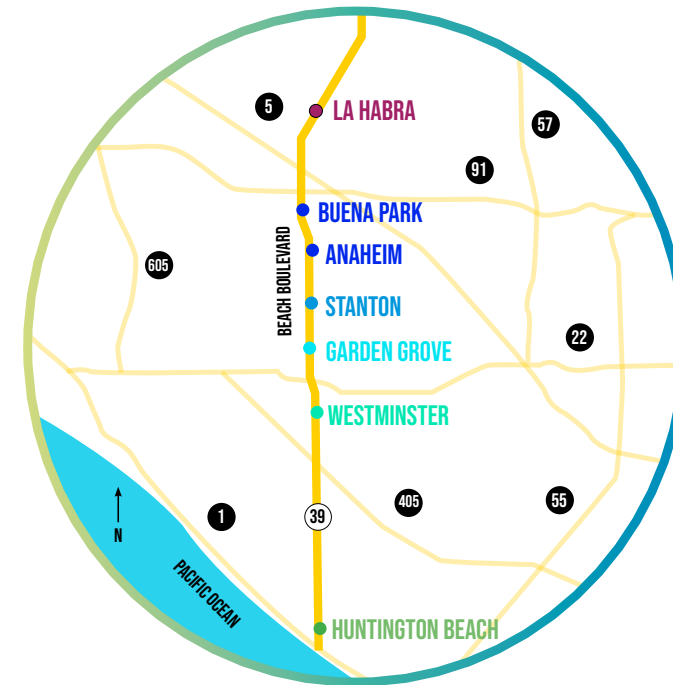
Master in City Planning (MCP), Massachusetts Institute of Technology, Cambridge, MA

Bachelor of Architecture (BArch), Southern California Institute of Architecture, Los Angeles, CA

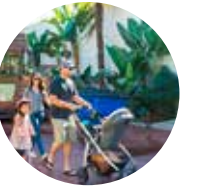
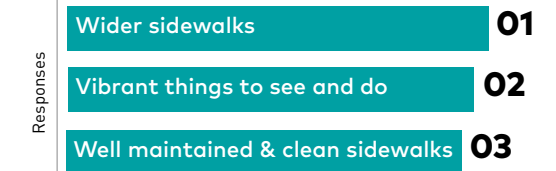
Selected Project Experience

- North La Cienega Boulevard Urban Streetscape Revitalization, Los Angeles, CA
- Beach Boulevard Coalition, Meet on Beach: Revitalization of Beach Boulevard through Active Transportation, Orange County, CA*
- SCAG Go Human Tactical Urbanism & Active Transportation Series, Los Angeles, Fontana, Palm Desert, El Centro and Westminster, CA*
- Rethink Randolph: Randolph Street Rails-to-Trails Feasibility Study, Huntington Park, CA*
- Blaisdell Center Master Plan and Activation Strategy, Honolulu, HI*
- LA Metro Go Little Tokyo: Neighborhood Marketing and Community Outreach Campaign
- The Plaza at Santa Monica Vision and Public Realm Strategy, Santa Monica, CA*
- Jones Plaza Master Plan and Activation Strategy, Houston, TX*
- LA Metro Vision Zero Safety And Education Campaign*
- LA Metro Gold Line Eastside Access & First/Last Mile*
- LA Metro Integrated Station Design Solutions (ISDS), Los Angeles, CA
- City of Citrus Heights Sunrise Mall Specific Plan, Citrus Heights, CA
- City of Las Vegas Historic Westside, Las Vegas, NV
- City of Redwood, Planning Support, Redwood City, CA
- City of Sparks Conceptual Planning, Spark, NV
- City of West Hollywood 2040 Strategic Plan 'WEHO 40', West Hollywood, CA
- San Francisco Public Library Vision Plan and Engagement, San Francisco, CA
- San Pedro Plaza, San Pedro, CA
- South Mill Creek Commercial Village, Bakersfield, CA
- City of Hope Master Plan, Duarte, CA
- Moorpark College Facilities Master Plan, Moorpark, CA
- Pasadena City College Master Plan, Pasadena, CA
- Sharp Grossmont Hospital Master Plan, La Mesa, CA
- Taza Innovation District Master Plan, Calgary, CAN
- Hollywood Walk of Fame Streetscape, Hollywood, CA

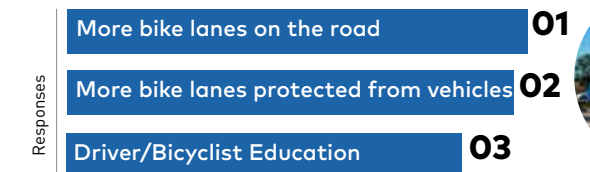
* Experience Prior to Gensler



Top 3 Things that would enhance Beach Blvd for people walking:



Top 3 Things that would enhance Beach Blvd for people biking:



48%

of survey respondents said unsafe drivers keep them from biking or walking more in their communities.



TIMOTHY ERNEY | TRANSPORTATION PLANNING LEAD

TIM ERNEY | Transportation Planning Lead



EDUCATION

- MCP Transportation Planning, University of California, Berkeley
- MS Transportation Engineering, University of California, Berkeley
- BS Mechanical Engineering, Boston University

YEARS OF EXPERIENCE

28

AFFILIATIONS

- American Planning Association (APA), Member
- Institute of Transportation Engineers (ITE), Member

Tim Erney is a transportation planner with extensive experience on planning and engineering projects in California. His primary focus has been on managing analyses and documentation for conceptual/final design projects, access and circulation studies, sustainable transportation practices, travel demand management (TDM) measures, parking evaluations, pedestrian and bicycle reviews, and data collection programs. In addition, Tim has performed detailed technical analyses of local and regional roadway facilities, including traffic forecasting, modal split analyses, traffic diversion, grade crossing studies, and operational analyses. He has experience coordinating with local and regional transportation and environmental agencies in California and has been leading the firm's efforts on the evaluation of emerging technologies, alternative evaluation metrics, and the impacts of new mobility services on land use and circulation networks.

PROJECT EXPERIENCE

City of Fontana Downtown Core Project; Fontana, CA

Kittelson developed a circulation plan and prepared a transportation analysis for proposed Downtown Core Project. The downtown area includes the Fontana Metrolink Station and City Hall. The Project consists of transit-oriented development and changes to parking and an enhanced bike and pedestrian network to invigorate redevelopment and encourage a mixed-use environment, including reducing the number of travel lanes (road diet) or close Sierra Avenue, the main roadway, to vehicular travel. Kittelson provided conceptual designs to accommodate a substantial amount of traffic, bicycle and pedestrian activity in the area, while considering constraints with the available roadway right-of-way. In addition, Kittelson conducted technical analysis, including intersection and roadway operations and VMT diversion, to determine the potential for secondary effects of changes to the roadways. Kittelson prepared conceptual plans for several concepts, including roundabouts at key intersections, angled and parallel parking configurations, and several bike and transit facility configurations. Tim served as project principal, developing analysis and mitigation strategies and coordinating directly with City staff and key stakeholders.

Anaheim Connects Multimodal Plan, Anaheim, CA

Kittelson worked with the Anaheim Transportation Network (ATN) to plan for a new high-quality transit system in the Anaheim Resort Area. This stage of the project required significant research on new transportation technologies and trends, identifying appropriate transit technology, determining route options, assessing the potential for First/Last mile connections and mobility hubs, determining ridership estimates, and estimating capital and O&M costs. This multimodal planning study advanced the City's vision for transportation and mobility needs, including a range of transit technology options, opportunities to innovate project delivery, and explore financial partnerships and solutions to implement new a transit service in advance of the 2028 Olympics. As Kittelson's project manager, Tim has continued to keep his finger on the pulse of the project, attending stakeholder meetings and community events, as well as providing oversight and direction on the ridership forecasting, traffic operations, and technology evaluation elements.

City of Brea Creek Trail Feasibility Study, Brea, CA Tim was the project principal for the development of the Brea Creek Gap Closure Feasibility Study for the City of Buena Park. Kittelson assisted the City in conducting a Caltrans grant-funded study to address a critical missing link in the local and regional active transportation network in the northern portion of the city. This study included extensive data collection and observations of current bicyclist and pedestrian challenges to accessing major destinations, including an adjacent transit center. Tim's role included ensuring ongoing communication between the project team, local stakeholders including the City of Fullerton, and various agencies and jurisdictions involved in implementing the project, as well as providing oversight and quality assurance.

City of Brea General Plan Update and Downtown Core Specific Plan, Brea, CA

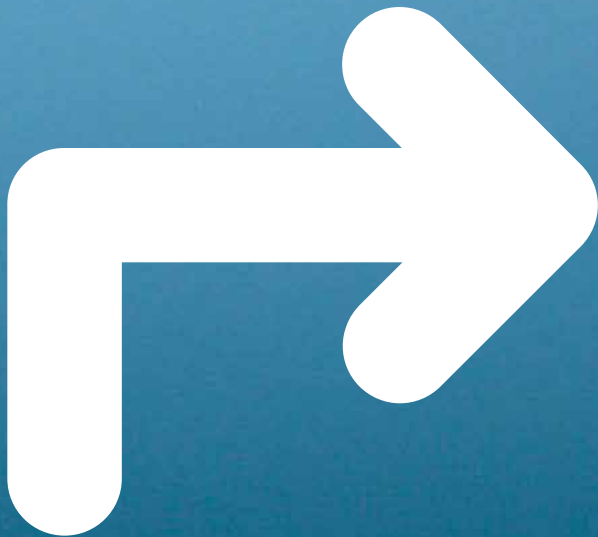
The Downtown Core Specific Plan addresses active transportation, complete streets, automobile and truck traffic, intersection and roadway vehicular level of service operations, and transit options for the heart of downtown Brea. It also considers transformative technologies such as transportation network companies (e.g., Uber, Lyft, Bird, Lime) and prospective integration of connected and autonomous vehicles (CAVs). These advancements and shifts in transportation modes may impact parking demand for various land uses, potentially altering the need for public parking facilities and the City's parking requirements. A key component of this plan is the development of a series of east/west and north/south multimodal corridors that will link key City destinations and attractions through pedestrian, bicycle and transit facilities. As part of this effort, Kittelson K Kittelson is preparing the Circulation Element, conducting workshops, and transportation analyses in support of the City's General Plan Update and new Downtown Core Specific Plan.

OCTA Fullerton Park-and-Ride Joint Use Master Plan; Fullerton, CA

OCTA retained a multi-discipline team to develop a site visioning feasibility study at an OCTA-owned and operated transit facility that was purchased with FTA funds and opened in 1974. This study is establishing a comprehensive and effective program of alternative transit and mobility improvements to address first and last mile mobility and local circulation needs. Kittelson's tasks include providing transportation planning support on the initial site assessment (transit operations, boardings/alightings, access/circulation), traffic and safety assessments, site design, and feasibility analysis. Additionally, Kittelson will conduct the transportation elements of a CEQA checklist. Tim is serving as the lead transportation planner, working with OCTA and City of Fullerton staff to develop improved access and circulation options for site users.

City of Montebello General Plan Update and Downtown Specific Plan;

Montebello, CA Kittelson developed the updated circulation element for the City of Montebello General Plan Update and their Downtown Specific Plan area. Kittelson updated the mobility element's goals, policies, and a circulation network to accommodate the City's envisioned land use and circulation buildout. The plan provides an enhanced network of trails, enhanced pedestrian and bicycle mobility, and promotes a vibrant and walkable downtown area and near rail stations. Focused on Whittier Boulevard, Kittelson conducted an assessment of traffic, pedestrian, bicycle, and transit activities to rebalance the roadway network. Particularly, this included the reduction of left-turn pockets, conversion of on-street parking spaces to pedestrian spaces, and closing access to minor side streets. Tim led the transportation assessment and served as project principal for development of circulation studies.



Gensler

[gensler.com/expertise/cities-urban-design](https://www.gensler.com/expertise/cities-urban-design)



SUBMITTAL PACKAGE

RFI: WALK ON WILSHIRE

ON-CALL URBAN PLANNING & LANDSCAPE ARCHITECTURAL SERVICES

Submittal By:

MODSTREET
Contact: Roger Zalneraitis
Email: Roger@modstreet.com
Phone: 970-749-3399

BRAID.WORK,LLC
Rita Manna
rita@braid.work
831-854-7492

City of Fullerton -

Contact: David Lopez, Senior Planner
Email: david.lopez@cityoffullerton.com
Department: City of Fullerton Community & Economic Development
Due Date: 5:00pm Dec 23, 2024



20 December 2024

Prepared for:

City of Fullerton – Community & Economic Development Department
David Lopez, Senior Planner
303 West Commonwealth Avenue, Fullerton, California 92832-1775
Email: David.Lopez@cityoffullerton.com

Subject: Proposal for Walk on Wilshire Concept Design & Feasibility Analysis

Dear Mr. Lopez:

Thank you for the opportunity to provide a proposal for the design and planning work to provide a designated pedestrian zone and permanent closure of Wilshire Avenue for the City of Fullerton, CA. It is our understanding that The City of Fullerton would like to see what a pedestrian area could look like if Wilshire were to remain closed between Malden Avenue and Harbour Boulevard.

This proposal covers only the first step in the design process, which is the master schematic design. It does not include construction documentation, permitting assistance, nor installation assistance. If you desire these additional services to be completed at another date, we are happy to put together a proposal for you.

If you approve of the scope of services and cost estimate provided below, please initial the last page of this document. MODSTREET will follow up with a formal agreement/contract for full signature shortly after.

Thank you kindly for your inquiry to have us bid on this beautiful project.

Sincerely,

Roger Zalneraitis

CEO, MODSTREET

(970)-749-3399

roger@modstreet.co

www.modstreet.co

Rita Manna

Founder | Director of Design

Braid.Work,LLC

rita@braid.work | 831-854-7492

www.braidwork.com



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- a: Proof Of Insurance
- b: Braid.Work Organization Plans & Guidelines
 - Environment and Sustainability Policy
 - Diversity Policy
- c: Letters of Recommendation / References
 - Jordan Kelley, Great Works Regional Land Trust
 - Josie Buchanan, City of Santa Cruz, CA Economic Development Dept
 - MODSTREET References
- d: Relevant Project Information
 - Project 1 - City of Santa Cruz Downtown Parklets
 - Project Cut Sheet, Parklet Design Guidelines Report with Cost Estimate
 - Project 2 - Glenwood Springs Downtown Streetscape & Bike Lanes
 - Project Cut Sheet
 - Project 3 - Gilman Mine Project

Separate Attachment #1: Fee Schedule



PROJECT DESCRIPTION & UNDERSTANDING:

To assist downtown businesses to keep their doors open during the pandemic lockdown, the City of Fullerton issued an ordinance to temporarily close a section of Wilshire Boulevard between Malden and Harbour Streets to vehicular traffic. Currently, in December 2024 The City still has the street allocated to pedestrian traffic only. This extended closure has created an opportunity to permanently transform this downtown city block into a pedestrian-focused space that enlivens the city center as a bustling cultural gathering space.

The City seeks to evaluate the feasibility of maintaining this closure while considering its economic and social impacts. The City plans to frame these evaluations through exploration of both full street closure, though we believe an expanded pedestrian accessibility plan is a reasonable alternative.

It is understood the scope of work has changed, slightly, from the tasks listed in the RFI due to a reduced and expedited timeline. We have adjusted our proposal to reflect The City's needs that were expressed in recent conversations. However, in the event that The City does wish to receive more robust reporting for the feasibility and economic impact for the closure, our design team is 100% capable, ready and able to provide this service when The City receives approval from City Council to move forward.

Project Deliverables:

(2) Conceptual design for all landscape and urban areas changes within the ROW for Wilshire Avenue between Malden and Harbour Streets. Design Options will represent **2 options** for City Council to choose from & evaluate:

1. Full Vehicle Shut-Down of the street
2. Expanded Pedestrian Accessibility / Partial Vehicular Shut-Down of the street, involving wider sidewalks, altered parking, and enhanced bike lanes

Both street closure and public area to be designed within all 2022 code requirements.

It is our understanding that the streetscape is to have a landscape that reflects the intentions and improvements listed below:

- Bicycle lanes,
- Pedestrian zones & public gathering spaces,
- Streetside / outdoor dining,
- Conversion of parking spaces into vibrant pedestrian use areas,
- ADA compliance,
- Emergency, delivery, and utility accessibility,
- Enhanced safety for pedestrians and cyclists, and
- Reduced heat-island effect in downtown.



Each design option will be represented by both visual and analytical analysis for The City & City Council to review. Deliverables for each design option is as follows:

Visual:

- (1) plan view colored drawing of the streetscape,
- (1) photo-realistic rendering of the streetscape improvements from the pedestrian's perspective.

Analytical:

- (1) Cost Estimate for project implementation,
- (1) Emergency Access & Utility Access Diagram
- (1) Phased Implementation Guide

City Council Presentation

The two finalized design options and their analysis will be compiled into a comprehensive presentation and **delivered in PDF format to The City by close of business January 9th**. The City Council presentation is scheduled to be on **January 21, 2025**.

It is our understanding that the City's Economic Development Department will be presenting this material to City Council and will **not** require MODSTREET to give the presentation or attend the hearing. As a result, this service has been omitted from the cost estimate.

Deliverables for this task are as follows:

- (1) Finalized presentation**, containing finalized versions of the 2 design options and their analysis



TIMELINE RESTRICTIONS

It is understood that a fundamental goal for this project is to have the design package completed and ready for City Council hearing on **January 21, 2025. Therefore, the entire project is to be completed within a 2 or 3 week timeline occurring right around the holiday season.**

With this in mind, all design decisions must be made in a prompt, definitive and timely manner.

Due to these restrictions that will require our team to prioritize The City of Fullerton over our other clients, and the requirement to work through a major federal holiday (New Years Eve & New Years Day) we will require an **expedite fee of \$3,700.00.**

Based on our understanding of the project and the tasks listed in our Scope of Work, located within this document, we anticipate the timeline for this project to be:

Week 1: December 30, 2024 - January 3, 2025:

- 1) Kick-Off Meeting and project initiation,
- 2) Project Set Up
- 3) Initial Site Analysis & Research
- 4) Initial conceptual design sketches
- 5) Initial Cost estimates
- 6) Initial Phasing & implementation diagram

Week 2: January 6, 2025 - January 9, 2025

- 1) Secondary & Final Project meeting to present include initial concepts, cost estimates, etc.
- 2) Design team to Incorporate feedback into designs
- 3) Finalization of all deliverable products,
- 4) Submittal of all final deliverable products.

**Submission of all site plans & renderings and narrative by close of business
Thursday, January 9, 2025**



OPTIONAL SERVICES (*not included in this proposal due to time restrictions*)

Should City Council decide to proceed with one of the proposed options, or agree to permanently close the street, our design team can extend its services to include:

1) Feasibility Assessment Report:

Detailed traffic flow analysis and emergency access planning, utilities, and residential alley impact.

2) Economic Impact Analysis:

In depth assessment and analysis of potential economic impact on nearby businesses and the commercial district. Includes business outreach, community feedback, etc.

3) Assistance with ordinance creation, including code writing & maintenance standards for the road closure.

4) Phased implementation plan & timeline, including full construction administration, RFI responses, and construction observation & reporting.

5) Construction Documentation and Permitting for finalized closure design.



TEAM QUALIFICATIONS & EXPERIENCE

MODSTREET

736 Main Ave Ste A
Durango, CO 81301

Company Bio: MODSTREET assists communities with the deployment of modular systems for revitalization and placemaking. Founded during the pandemic, their products are built off of a clip based system to allow for rapid deployment and disassembly. All of MODSTREET's products are steel and powder coated for beauty and durability. MODSTREET has helped with implementation of street reconfigurations- including design assistance- in over a dozen communities around the country, from Greensboro North Carolina, to Boulder Colorado, and Carpinteria California.

Team Bios:

Michael Carrier, Co-Founder and Chief Innovation Officer. Mr. Carrier is an architect with decades of experience in design and project management. He created the simple clip system for MODSTREET which is the centerpiece of the company's product, as well as all other design facets for the parklets and fencing that MODSTREET manufactures. Michael also oversees and manages the design of custom production as well as site layouts, and heads the R&D department for new products in potential markets.

Dylan Ishman, Design Engineer. Mr. Ishman oversees CAD models, shop drawings, and works closely with the MODSTREET fabrication team to ensure projects meet project specifications and standards. His role involves solving design challenges and taking concepts from design through manufacturing and installation. He is a graduate of Penn State where he received a B.S in Mechanical Engineering.

Roger Zalneraitis, CEO. Mr. Zalneraitis has over 15 years of experience in economic development creating financial models, economic policies, conducting market reports, and cultivating relationships with community builders nationwide. At MODSTREET, he has focused on company strategy and financial planning, executive team development, and sales and municipal relations. He has led the start-up to three straight years of growth and over a million dollars of grant, debt, and equity financing. He has a Masters degree in Urban Planning from Virginia Tech and a Bachelors degree in Economics from the University of Notre Dame.



BRAID.WORK, LLC

Principal Address: 613 Vista Del Mar, Aptos, CA // (831) 854-7492

Satellite Office: 2000 Central Ave #100, Boulder, CO 80301 // (831) 854-7492

Mailing Address: PO Box 3252 Boulder, CO 80305

COMPANY BIO: Braid.Work LLC, established in 2018, is a design-driven and woman-owned Landscape Architecture firm rooted in both Santa Cruz, CA, and Boulder, CO. We firmly believe in the transformative potential of Landscape Architecture to instigate positive change within our communities and rejuvenate native habitats. Our company's cornerstone is anchored in high-design principles, ecological restoration, and an unwavering moral commitment to community betterment.

Over the past five years, Braid.Work has been instrumental in two core domains within the greater California landscape- urban infill projects that both increase housing density and bring nature into the city, and through public parks creation. Our projects currently serve both the public and private sectors in Orange County, Santa Cruz County, and the San Francisco Bay areas.

Our core team members are seasoned professionals with a collective experience spanning between 9 to 30 years in landscape architecture, park planning, downtown development and ecological restoration.

TYPE OF COMPANY: Limited Liability Company - California

GREEN BUSINESS: Braid.Work holds Green Business licenses in both Santa Cruz, CA and the State of Colorado. We have completed the California Green Business Program coordinated by Kristen Perez of the City of Santa Cruz, and we are recognized by the EPA and the State of Colorado as a Green Business. We are also members of the Society of Ecological Restoration and the American Society of Landscape Architects.

Braid.Work is an equal opportunities employer, and holds a strong diversity policy. This policy is available in the appendix of this proposal. Additionally, as a women-owned business, Braid.Work is part of premiere women's groups, such as Women In Design and the ASLA which promote and support women in the built environment. Braid.Work pays for our employees to attend relevant industry events and hold memberships.

Over the past five years, we have been actively involved in a diverse range of downtown and park projects, catering to both public and private sectors.

Our portfolio includes but is not limited to:

- City of Santa Cruz's Downtown Parklets Program
- Design of Perkins Park in Pacific Grove, CA



- Bay View Elementary School Gardens and Rainwater Harvesting
- Private park areas within housing developments, featuring community spaces for all age groups, recreation & gathering areas, community gardens, BBQ zones, pools, and more.

DESIGN APPROACH: At Braid.Work, we embrace a collaborative approach to Landscape Architecture. Although our company structure includes defined roles as outlined in our business plan, each team member plays an active role in every project. Our team of individuals with diverse specialties and areas of expertise function as a cohesive and dynamic unit. Moreover, our extensive experience equips us to effectively manage multiple large projects simultaneously, enabling us to work swiftly and efficiently.

TEAM MEMBERS:

CEO & Founder: Rita Manna, MLA

Rita Manna launched Braid.Work in Santa Cruz, CA as a solo Landscape Architecture endeavor. With 21 years of experience in the traditionally male-dominated design and construction industries, she embodies the adage, 'Be the change you want to see in the world.' Her hands-on and compassionate leadership has been pivotal in guiding teams in these industries. Rita holds expertise in Landscape Architecture, Ecological Restoration, Construction Management, Project Management, Public Outreach, Construction Document creation, Permitting and Business development. In her current role as company founder, Rita focuses on business development, team leadership, and client support.

Rita holds a Master of Landscape Architecture degree from Colorado State University, focusing on urban planning and ecological restoration, and a Bachelor of Fine Arts degree, concentrating in Communication Design from University of Connecticut. She is also a certified Permaculture designer and educator, Lecturer at the University of Colorado at Boulder, and a Commissioner of the Boulder County Planning and Zoning Commission.

Project Responsibilities: Overarching Project Management: internal team management; subconsultant coordination; client communications; coordination of public outreach and stakeholder engagement; design solution collaboration; assistance with permitting; feasibility studies; attend site visits and client meetings;

Senior Project Manager: Greg Gill, PLA (CA & NY)

Greg is a Professional Landscape Architect with over 30 years of experience in the public and private sectors. He has designed, installed, and maintained public, residential, and commercial gardens and landscapes. He is a dedicated professional who possesses an unwavering zeal for design, striving to bring forth awe-inspiring landscape designs for Braid.Work clients as well as the public experiencing these places.



With his background as a Park Planner, he designed park projects within one of the county's largest park systems, Westchester County, which serves just under one million residents and its 18,000 acres of parkland containing over 50 public facilities including parks, trailways, nature centers, golf courses, beaches, and pools. His experience includes the designing and project management of multi-million dollar projects ranging from public works projects, residential community development, ecological restoration, rehabilitation of public parks, and residential and commercial development projects.

Professional Landscape Architect- State of California #6489 / State of New York #1760

Project Responsibilities: Internal and subconsultant team management; Review & stamping of plans; General design oversight; Planting design; Design solution collaboration; Assistance with permitting; Technical guidance; Client communications; Attend site visits and client meetings; Public bidding and construction phase services.

Project Manager & Visualization Specialist: Derek Brandt, PLA (CO)

Derek is a Professional Landscape Architect with a passion for making the built environment more livable through interventions such as connecting forms of multi-modal transportation, adaptive reuse of urban infrastructure, renovation of beloved park spaces, and the introduction of new ones. With 20 years of experience in many facets of the industry, he has managed projects ranging in scale from site-scale park and plaza design to larger-scale planning and urban design efforts. He holds a Bachelor of Science in Environmental Studies, and a Masters of Landscape Architecture degree from The University of Colorado at Denver. Derek is a 3D rendering and communications specialist. Professional Landscape Architect- State of Colorado

Project Responsibilities: 3D rendering and visualization; Design solution collaboration; Project Research & Analysis

Finance, Accounting & Cost Estimating: Jonathan Fava

Jonathan is a seasoned professional with substantial hands-on and managerial expertise in landscape and construction. Holding a bachelor's degree in business administration with a specialization in finance, he brings an additional 12 years of experience in accounting and finance roles. His deep-rooted passion for landscape and the outdoors, combined with his diverse background, provides him with a well-rounded perspective on the landscape architecture and development industries.

Project Responsibilities: Project Cost Estimating, Billing, Collections,



STAN CLAUSON ASSOCIATES

Principal Address: 16 Kearns Road, Suite 212, Snowmass Village, CO // 970.925.2323

Company Bio: Stan Clauson Associates (SCA) is an urban planning firm that began in 1978 in Cambridge, Massachusetts. The firm has long been involved in public sector projects, such as comprehensive and historic preservation plans, downtown pedestrian zone planning, and bicycle lane planning. As a close collaborator with Braid.Work LLC, SCA provides design and planning services for a full range of projects, from downtown master planning, to historic preservation, to ordinance writing, and permit process assistance.

TYPE OF COMPANY: Corporation

LITIGATIONS: No pending litigations, liens, or claims, and never filed bankruptcy.

HISTORY: Founding Principal, Stan Clauson, was active in the revitalization of public housing in Boston, pioneered bike path development in New England under federal ISTEA legislation passed in 1991, and worked closely with the National Trust Main Street Program on community revitalization projects. His work on affordable housing in Vermont won recognition from the U.S. Dept. of Housing & Urban Development. SCA was re-formed in 1998, when Stan left his role as Aspen's Community Development Director. SCA's work has included public planning projects and development support for private clients, winning awards from Aspen's Historic Preservation Commission among others.

APPROACH: Our work involves responsible and sustainable urban design and development of both large and small community environments. We take projects through the land use permit process that we believe will enhance the quality of life for a community, and we work closely with community groups and elected officials to craft workable compromises to bring a vision into a reality.

TEAM MEMBERS:

Principal: Stan Clauson, FAICP, ASLA

Stan Clauson has over 30 years experience in planning, landscape architecture, and urban design. His extensive experience has earned him the distinction of a Fellow in the American Planning Association. His work has come to focus on planning and design issues relating to resort environments. He holds a Masters Degree in Landscape Architecture from Harvard's Graduate School of Design, and has served as planning director for the cities of Aspen, Colorado and Montpelier, Vermont. His career began as urban design planner for the city of Newton, Massachusetts and continued in public service positions and private practice in New England and the West. A former president of the Massachusetts Association of Consulting Planners, and



past president of the American Planning Association Colorado Chapter, he is active in professional groups and a frequent speaker on transportation and resort planning issues at conferences. This has carried with it a strong international orientation, and Stan has lectured in Switzerland, France, Austria, and Japan on resort development issues. He serves on the Education Committee of the American Planning Association and is a member of the American Society of Landscape Architects (ASLA), the Institute of Transportation Engineers, and the Urban Land Institute. In 2022, Stan was inducted as a Fellow of the American Institute of Certified Planners, one of the profession's highest honors. An avid skier, student of languages, and yoga practitioner, Stan brings a broad range of experience to his work.

Project Responsibilities: Oversee feasibility study and economic impact studies, bike lane and site plan design, and City Council presentation. Provide planning & urban design oversight.

Project Manager: Angela Kemp, AICP

Angie is a part-time planner assisting SCA on certainly legacy projects she was associated with during her tenure here. With experience full-time at SCA and her prior public-sector experience, she offers a broad understanding of quality rural land planning and land use. She currently works full-time as a community planner in Colorado. Angie earned a master's degree in urban planning from Wayne State University in Detroit and is an AICP certified planner. While the Motor City is dear to her heart, she missed having "backyard" access to public lands for backpacking, biking, and hiking with her dogs and friends.

Responsibilities: Spearhead the feasibility study and economic impact studies, R & D



SCOPE OF WORK

PHASE 1.0 PROJECT START-UP

1.1 Project Orientation & Site Visit

- a. Meeting (#1): (Virtual) Project orientation/process meeting with the Economic Development Department, Public Works, Traffic Division, and Fire Department to align on project goals, constraints, and preliminary design objectives.

1.2 Assess Required Deliverables

- a. Review Orange County and City of Fullerton requirements (design standards, permit requirements, etc.).

1.3 Base Map Creation & Site Assessment

- a. Create site base map: Utilizing AutoCAD design electronic DWG documents provided by the Owner, Braid.Work,LLC will compile a working base map of the Existing Streetscape.

1.4 Deliverables

- a. Project Orientation Meeting
- b. Base Map
- c. Client Correspondence

PHASE 2.0 ANALYSIS & CONCEPTUAL DESIGN (CONCEPT)

A Conceptual Landscape Design is a design sketch that explores the possibilities for the space and allows the designer to share their ideas and design intent. MODSTREET and Braid.Work, LLC will provide The City with the opportunity to make changes to the conceptual design during the design review meetings. A finalized design will be created based on the Owner's feedback.

2.1 Site Analysis

- a. Traffic, Utility, Vehicular, Pedestrian, Economic Impact - initial analysis & Data collection.
(Due to time constraints no public outreach is included in this analysis.)

2.2: Design Concepts

- a. Prepare (2) hand-drawn and colored schematic street closure plan options, showing the general concept of street and bike lane design that address the topics listed in the project description.

- b. Prepare and present a presentation to convey design intent. This is also the first draft of the City Council presentation. The presentation is to include:
 - Precedent imagery, planting palette, product selection and paving options will be provided for this review meeting. Identification of potential revenue sources for upfront capital and ongoing maintenance.
 - (2) implementation & phasing diagrams
 - (2) preliminary cost estimates for recommended additions the initial design sketches
 - (2) total preliminary perspective sketch drawings showcasing proposed designs and amenities. (Drawn to 50% completion.)
- c. Meeting (#2) Conceptual Design Review: MODSTREET and BW will meet with The City Economic Development dept to present the first conceptual designs and their inspiration documents. This meeting will discuss potential changes to be made to the landscape plans per the suggestion of The City's direction.
- d. Design Changes: After the initial design review, the design team will make changes to the conceptual designs based upon feedback from The City.

2.3 Conceptual Design Finalization

a. Meeting (#3) Virtual Discussion & Review:

Conduct a **Final design meeting** with the Community and Economic Development Department, Public Works, Traffic Division, and Fire Department to refine designs based on feedback from Meeting #2.

- 1) The City will review the streetscape plans, renderings and cost estimates. At this time they can request any final changes to the design.

b. Design Changes: After Meeting #3, the design team will only have enough time to make minimal and minor changes to the conceptual designs and the presentation.

2.4 City Council Presentation- Finalization

- A. Based on The City's approval of the final concepts, renderings, and cost estimates, design team will finalize the presentation for City Council hearing.

2.5 Final Submission

- a. Final Submission of Presentation & all deliverable products via email
- d. General correspondence & minor changes
(email, phone calls, texts beyond scheduled meetings.)

2.6 Deliverables:



- a. Two (2) hand-drawn conceptual design plans,
- b. Landscape precedent imagery, plant palette, product selections and hardscape options,
- c. Two (2) hand-drawn conceptual design plan based on requested revisions,
- d. Two (2) preliminary installation cost estimates
- e. Two (2) computer rendered final concept plan with associated images,
- f. One (1) Finalized streetscape presentation for City Council,
- g. Three (3) total meetings with City Representatives,
- h. Two (2) final cost estimates for installation

ADDITIONAL WORK

If additional landscape architecture or urban planning services are required that are not listed within this Scope Of Work, our design team can accommodate the requests on a time and material basis with the additional scope of services to be approved by The City.

We will **include a 10% contingency** to cover any potential requests above and beyond this scope of work.

Additional work may qualify as:

- 3D models or additional perspective drawings,
- additional meetings,
- additional design changes or revisions,
- value engineering
- cost estimating
- Construction Documentation
- Design Development
- Construction Observation and Design/Build consulting

The approved additional services will be covered under an addendum to this agreement.



EXCLUSIONS:

The following items are specifically excluded from the Scope of Work:

1. All architectural, civil, structural, geotechnical, structural and electrical engineering plans.
2. Submitting, obtaining and paying for all necessary permits and plan check fees.
3. Grading and drainage plan
4. Soils and geological reports
5. Civil engineering testing, design, and calculations
6. Structural engineering testing, design, and calculations, including retaining wall reinforcement
7. Electrical and domestic water supply plans
8. Graphic renderings and 3D models
9. Additional meetings with the County, Permitting Agencies, or other groups
10. Preparation of as-built drawings
11. Cost Estimating for landscape installation
12. Book Specifications
13. CEQA documents and/or endangered species reporting.
14. All architectural, civil, structural, geotechnical, structural and electrical engineering plans.
15. Lighting photometric plans, calculations and specifications.
16. Maintenance manual.
17. Arborist and Horticultural consulting/services.
18. Plotting CAD files, blueprinting and shipping costs beyond what is included in the cost estimate.
19. Revisions and changes required after permit approval.
20. Meetings and workshops over allowance.
21. Services requested but not specified by this contract.

FEE SCHEDULE

RFI: WALK ON WILSHIRE

ON-CALL URBAN PLANNING & LANDSCAPE ARCHITECTURAL SERVICES

Submittal By:

	MODSTREET	BRAID.WORK,LLC
Contact:	Roger Zalneraitis	Rita Manna
Email:	Roger@modstreet.com	rita@braid.work
Phone:	970-749-3399	831-854-7492

City of Fullerton -

Contact:	David Lopez, Senior Planner
Email:	david.lopez@cityoffullerton.com
Department:	City of Fullerton Community & Economic Development
Due Date:	5:00pm Dec 23, 2024



FEE SCHEDULE

Fees are reflective of the work outlined within the Scope Of Services.

Based on our project understanding, it is our opinion that our total fee for the services rendered in connection with this project will not exceed the below figures plus reimbursable expenses.

The breakdowns represent our best estimate at this time and may change subject to future developments during the project. It is possible that some of the estimated manpower requirements for specific task items may increase while others may not require the entire anticipated effort.

We will undertake this work on a percent completion basis consistent with the Project Timeline, Estimated Budget, and Staffing Plan as contained in our RFP response and as appended here.

Urban Design & Landscape Architecture Services			
PHASE	TITLE	HOURS	COST
1.0	Project Start-Up	23.00	\$3,440
2.0	Analysis and Conceptual Design	116.50	\$19,258
3.0	Expedite Fee	n/a	\$3,400
		SUBTOTOTAL	\$26,098
x	Contingency: At request of Owner	HOURLY	\$2,500.00
		Not To Exceed Amount:	\$28,598

Standard Billing Rate and Schedule

Principal Landscape Architect	\$225.00
Principal Urban Planner	\$250.00
Principal Contractor	\$175.00
Associate Landscape Architect/Project Manager	\$200.00
CAD Technician (AutoCad 2024)	\$150.00
Administrative	\$100.00

**Billing:**

In the event of additional work requests beyond the Scope Of Services, billing will be sent to cover contingency requests.

In the event of late payments, payment delays, and other collection problems, the payee will pay for all late fees at fifteen percent (15%) of the outstanding balance per month and all legal and administration and filing fees incurred during the delay.

Our fees will be reviewed and adjusted as necessary on an annual basis.

TRAVEL EXPENSES:

Travel expenses will be billed on a time and materials basis. Hourly charges will be billed at the Administrative hourly rate, and mileage at the standard mileage rate. The mileage rate is listed above in the standard billing rate and schedule. If an airplane or hotel stay is necessary, flight fare and hotel will be covered in full by The City. The City will be required to approve all travel expenses PRIOR to their purchase.

PAYMENT REQUIREMENTS:

A 50% down payment is required in advance prior to the start of work.

Work will not begin until payment is received.

The 50% down payment will apply to the first 50% of the project, then a second billing for the remaining 50% of the project upon project completion. Our team will provide a bill reflecting an hourly breakdown of time spent on the project for the final billing.

In the event of additional work requests, billing will be sent to cover contingency requests.

In the event of late payments, payment delays, and other collection problems, the payee will pay for all late fees at **ten percent (10%)** of the outstanding balance per month and all legal and administration and filing fees incurred during the delay.

Our fees will be reviewed and adjusted as necessary on an annual basis.

Any changes in our scope of work will require an immediate bilateral agreement and an equitable adjustment in fees.



We are happy to respond to your needs for professional Landscape Architectural services for your project. Please do not hesitate to give me a call should you have any questions regarding this proposal/contract. We will look forward to your favorable reply.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rita C. Manna'.

Roger Zalneraitis Jr.

Roger Zalneraitis
CEO
MODSTREET

Rita C. Manna
Founder & Director of Design
Braid.Work, LLC

David Lopez, Senior Planner: Approved

Date

Note: Landscape Architects are regulated by the California Board of Landscape Architects. Any questions concerning a landscape Architect may be referred to the Board at: Board of Landscape Architects 1021 O Street, Room A151 Sacramento, CA 95814 (916) 445-4954