

Request for Proposals for Consultant Services for Downtown Saranac Lake Streetscape Design Guidelines

1. Introduction

The Franklin County Economic Development Corporation (FCEDC), in partnership with the Village of Saranac Lake, is seeking proposals from qualified firms to develop comprehensive streetscape design guidelines for downtown Saranac Lake, New York. These guidelines will establish a cohesive, aesthetically pleasing, and functional design framework for public infrastructure, including but not limited to signage, street furniture, lighting, pedestrian amenities, and landscaping.

Downtown Saranac Lake is a vibrant hub of economic, cultural, and social activity and New York State Downtown Revitalization Initiative awardee. To enhance the visual appeal, improve accessibility, and promote economic vitality, the Village aims to create streetscape design guidelines that reflect and enhance the community's character and historic charm. The guidelines will inform future infrastructure improvements and ensure consistency in public realm improvements.

The project will be funded through the New York Main Street Program. The maximum budget is \$20,000.

Proposals must be submitted by email to Rachel Karp, Operations Manager, at rachelkarp@adirondackfrontier.com no later than 5:00 PM on Friday, February 21, 2025.

2. Scope of Services

The selected consultant will undertake the following tasks:

2.1. Task 1 - Project Kick-off and Stakeholder Engagement

- Meet with village staff and key stakeholders to understand project goals and community vision

2.2. Task 2 - Existing Conditions Analysis

- Review existing relevant plans, studies, design standards and the village's existing brand
- Conduct a thorough assessment of the current streetscape infrastructure

2.3. Task 3 - Development of Streetscape Design Guidelines

- Create design guidelines for public infrastructure elements, including but not limited to:
 - Signage and wayfinding
 - Street furniture (benches, trash receptacles, bike racks, etc.)
 - Lighting fixtures

- Landscaping and plantings
- Sidewalk, path and crosswalk materials and patterns
- Public art integration

2.4. Task 4 - Illustrative Concepts and Visualizations

- Develop illustrative graphics and renderings to convey the design concepts
- Provide examples of recommended materials, colors, and design theme
- Provide detailed specifications and cut sheets for preferred fixtures and equipment

2.5. Task 5 - Cost Estimates

- Develop planning-level cost estimates for representative improvements, including detailed unit pricing or vendor quotes for preferred fixtures, materials, and equipment. Cost estimates should account for installation
- Identify vendors that can supply preferred fixtures and equipment
- Identify potential funding sources and partnership opportunities

3. Deliverables

The following deliverables are required:

3.1. Streetscape Design Guidelines Document (print and digital formats)

- A comprehensive document describing the design standards and strategies for downtown streetscape improvements.

3.2. Visual renderings and illustrative concepts

- High-quality graphics and drawings that depict proposed streetscape designs and key infrastructure elements and cut sheets and specifications for specific fixtures and equipment.

3.3. Cost estimates

- Planning level cost estimates (e.g. unit pricing for sidewalk and crosswalk installation) and vendor quotes for preferred fixtures, materials and equipment. Cost estimates should account for installation.
- List of vendors that can supply preferred fixtures and equipment.
- List and description of creative ways to finance streetscape improvements.

4. Proposal Format and Submission Requirements

Proposals must be provided electronically as a Portable Document Format (pdf). Proposals that are too large to be sent via email will not be accepted. Proposals shall be submitted in the following format and sequence. All pages should be consecutively numbered.

4.1. Executive Summary

Provide an overview of the firm and how it will approach the project. List the contact information for the person responsible for submitting the proposal and responding to any questions.

4.2. Project Experience & Capacity

Describe how the firm has the experience and capacity to complete the tasks in a professional and timely manner. Summarize relevant prior work experience and provide contact information for previous clients. Clearly describe any subcontracting or partnering arrangements.

4.3. Key Personnel

Identify all key personnel involved in each task. Attach resume and professional qualifications and certifications for key personnel including subcontractors and partners.

4.4. Approach & Methodology

Provide a clear and straightforward work plan that demonstrates an understanding of the NYMS Program. Demonstrate how the work plan will help the FCEDC efficiently and effectively complete the project. Highlight any unique approaches to the work that sets the firm apart from others. Describe any recommended variations to the Tasks or Deliverables that would clarify or simplify the project and its administration, or that would provide better value to the FCEDC.

4.5. Project Timeline

Include a detailed project timeline that outlines key milestones and deliverables, from project initiation to final completion. The project must be complete by November 30, 2025.

4.6. Commitment to Compliance with Regulations

Describe the firm’s efforts and commitment to include equal employment opportunities for minority group members and women (“EEO”) and contracting opportunities for certified minority and women owned business enterprises (“MWBEs”) and Service Disabled Veteran Owned Businesses (“SDVOBs”). A firm who is selected must document its good faith efforts to provide meaningful participation by MWBEs and SDVOBs as subcontractors or suppliers in the performance of the work. Firms that are not MWBEs or SDVOBs are encouraged to consider partnering or making other joint venture arrangements. If the firm is a New York State-certified MWBE or SDVOB firm, provide documentation evidencing registration. If the firm is partnering or subcontracting with an MWBE or SDVOB firm, clearly describe the relationship and provide documentation for the firm.

5. Response Evaluation

Proposals will be evaluated based on the following criteria:

Criteria	Max. Score
Relevant experience and demonstrated expertise in streetscape design, urban planning, engineering, and landscape architecture	30
Understanding of Saranac Lake’s context	20
Quality of past work and references	20
Cost-effectiveness	20
Proposed timeline	10
Total	100

FCEDC will evaluate each response and select the firm that is the best fit for the organization and the project and enter into negotiations to define a scope of work and budget that provides the best possible value. FCEDC may conduct interviews as part of its selection process. FCEDC reserves the right to not award any contracts, negotiate with and award contracts to multiple firms, or only award contracts for certain Tasks.

6. Submission Deadline

Proposals must be submitted by email to Rachel Karp at rachelkarp@adirondackfrontier.com no later than 5:00 PM on Friday, February 21, 2025. Any proposals received after this time will be rejected.

7. Timeline

The target date for selection is February 2025.

8. Questions

Questions related to this RFP should be directed to Rachel Karp, at (518) 480-7074 or rachelkarp@adirondackfrontier.com.