

**Request for Solicitation:  
Promenade Interactive Summer Installation**

February 10, 2025

Long Beach, California

Downtown Long Beach Alliance

**Contact:**

Stephanie Gonzalez, Placemaking Manager

Downtown Long Beach Alliance

100 W. Broadway, Suite 235

Long Beach, CA 90802

[Stephanieg@dtlb.org](mailto:Stephanieg@dtlb.org)

## BACKGROUND

The Downtown Long Beach Alliance (DTLB Alliance), a non-profit Business Improvement District operating in Long Beach, California, is opening a request for solicitation for creative and innovative collaborative teams, non-profit organizations or professional private firms interested in designing, constructing, and installation a temporary interactive outdoor lighting installation at the Promenade, between 1<sup>st</sup> Street and Harvey Milk Park, one of the most travelled paths in Downtown Long Beach.

As the economic and cultural heart of a city of nearly 500,000 people, Downtown Long Beach is an authentic, established urban center located 20 miles south of Los Angeles on the coast of California. The Downtown area is roughly bounded by the Waterfront area to the south, Alamitos Avenue to the east, 10<sup>th</sup> Street to the north, and 710 freeway on the west (The BID boundary map can be referenced in Attachment A). In addition to a bustling office, entertainment and residential core, a thriving waterfront downtown district boasts numerous attractions such as the Aquarium of the Pacific, the Queen Mary, The Pike at Rainbow Harbor, Catalina Island ferry terminals, and others. The site on the Promenade is centrally located within the Downtown and has the potential to be a dynamic public gathering space, connecting Downtown's various neighborhoods and attractions. Additional information about the Downtown is available in the [2024 Downtown Economic Profile](#), available for download on our website.

## OBJECTIVE

The DTLB Alliance is requesting letters of solicitation from entities for the design, construction and installation of a temporary outdoor public space on an approximately 25-foot-wide walking path that leads people from a large parking structure and through several blocks in the Downtown Core.

The DTLB Alliance envisions the site as a temporary outdoor public installation that is an interactive display that will capture the interest of residents, tourists, and office workers as they enjoy a southern California summer. The targeted opening of the installation is May/June 2025, and it is anticipated to have a lifespan of 2-3 months.

The DTLB Alliance has committed a minimum of \$40,000 towards the design, construction, permitting, and installation of this temporary installation. Additional funding may be available but has not been identified at this time. The chosen entity would carry out the following tasks:

- Design and configuration of installation and lighting component(s).
- Coordination and implementation of necessary infrastructure and utilities to accommodate proposed uses.

- Logistics of structure(s) and compliance with necessary permits, local and state laws.
- Security considerations must be considered to prevent or minimize vandalism and theft.

The DTLB Alliance will act as a supporting partner in the above efforts.

## PROJECT GOALS

The DTLB Alliance and City seek a design for the project that will promote and enhance the activation and programming of the area, as such the proposed design concepts should consider the following goals:

- Create a unique and quality public space for residents and visitors to enjoy morning, day and night.
- Create opportunities for social interaction and community connection for stakeholders of all ages and abilities.
- Encourage a sense of lighthearted playfulness.
- Implement an interactive installation featuring lighting elements.

## PARAMETERS OF PROJECT

The use of the site is currently guided by the city who in partnership with the DTLB Alliance, will consider alternative uses for this pilot project. Uses should keep site disturbance to a minimum and focus primarily on surface treatments.

In developing a proposed conceptual design for the temporary installation respondents should consider the following design features/elements:

**Safety** – Pedestrian safety around the installation must be prioritized. The installation may not completely block access around the path.

**Lighting** – Lighting will promote the activation of the space beyond daylight hours. Lighting can also be part of an artistic installation to draw visibility to the site.

**Play Space** – Play spaces and elements for adults and children such as a small play area, yoga space or interactive games can provide additional opportunities for ongoing activation.

**Reusable Elements** – The proposed design can consider the ability to reuse and repurpose project elements for future use at other locations in Downtown.

## PROPERTY AT A GLANCE

- Location: Along the Promenade between 1<sup>st</sup> Street to the south and Harvey Milk Park to the north.
- Parcel Area: Approximately 25 feet wide, and 850 feet long.

- Existing Condition: 25 feet wide of paved concrete with approximately 4 feet of mowed grass on either side. Depending on the selected location, additional stretches of continuous pavement or landscaping are also available.
- Adjacent Uses: Pedestrian promenade surrounded by mixed-use, residential and retail spaces with a parking structure to the north.

## **SITE AND COMMUNITY CONTEXT**

The Promenade is one of the most important pathways in Downtown Long Beach. It serves as a main thoroughfare for pedestrians, including many conventioners, tourists and residents. Located in the heart of Downtown, it links many restaurants, and bars of the Pine and Promenade Neighborhood down to the transit center, convention center, and all the way down to the Waterfront.

The activation of this space presents a wonderful social and economic opportunity for Long Beach's residents, visitors, businesses, and property owners.

## **TIMELINE**

- February 10, 2025 – Request for Solicitation Issued
- February 21, 2025, at 5 PM – Submissions Due
- February 25, 2025 – Selection Committee Decision
- Late-February/Early-March 2025 - Negotiating Period & Execution of Agreement
- May 23, 2025 – Grand Opening (Opening to occur prior to Memorial Day Weekend or early-June)

## **SELECTION CRITERIA**

Ideal candidates will have the capability to successfully complete all aspects of the project. Key criteria for selection are:

- Experience in the design and construction of projects of comparable size, visibility, and expense.
- Innovation and creativity of project design.
- Demonstration of ability to manage projects and meet project timeline.
- Ability of design to promote activation of the public space and influence on street-level experience.

## **LIST OF RFP ATTACHMENTS**

- Attachment A: Context Map (DTLB Alliance District Boundary)
- Attachment B: Site Map
- Attachment C: Site Photos

## **PRE-SUBMITTAL QUESTIONS**

Any requests for information or clarification of this RFS must be submitted in writing by email to Stephanie Gonzalez at [stephanieg@dtlb.org](mailto:stephanieg@dtlb.org). No oral inquiries will be answered. Written responses to all questions directed to DTLB Alliance staff will be posted on the Alliance's website at [dtlb.org](http://dtlb.org). Therefore, we strongly recommend that interested parties consult the website frequently to determine if new information regarding the RFP is available.

## **SOLICITATION SUBMISSION REQUIREMENTS**

The content and sequence of the submissions shall be as follows:

### **Cover Letter**

A cover letter should be provided describing the respondent, the name and address of the entity submitting the solicitation, the date the entity was established, and the name, address, and telephone number of the person or persons who will serve as the entity's principal contact person with the DTLB Alliance and be authorized to make representations on behalf of the entity. The letter must bear the original signature of the person having proper authority to make the for the entity.

### **Organizational/Entity Overview**

Include mission/focus, background and primary staff working on project and qualifications. Include any relevant consultants. (Optional: If submitting your firm's qualifications for the design of public installations please include them in this section of the submission.)

### **Narrative**

Description of respondent's plans for the installation. Also include project vision and how it satisfies the stated goals and criteria.

### **Project Schedule**

Include improvements to the property with associated estimated costs. Also include implementation schedule.

### **Project Portfolio and Project Experience**

List of any similar projects: include 2 to 3 projects with key information such as project typology/program, client, location and year completed. (Optional: If submitting your firm's qualifications for the management and operation of public spaces include similar projects in this section of the submission.)

## **References**

Two references that may be contacted, including name, title, company affiliation, mailing address, phone number, and email address.

## **GENERAL PROVISIONS AND DISCLAIMERS**

This RFS is not a commitment or contract of any kind. The DTLB Alliance reserves the right to pursue any and/or all ideas generated by the request. The cost for developing submissions is entirely the responsibility of the submitting firm and shall not be reimbursed. The DTLB Alliance reserves the right to alter timelines, amend or retract the RFS, waive as informality any irregularities in submittals and/or reject any and all submissions. The DTLB Alliance reserves the right to waive any requirements of this RFS when it determines that waiving a requirement is in the best interest of the DTLB Alliance.

## **SOLICITATION SUBMISSION**

Submit Solicitations To:

Stephanie Gonzalez  
Placemaking Manager  
Downtown Long Beach Alliance  
100 W. Broadway, Suite 235  
Long Beach, CA 90802  
Stephanieg@dtlb.org

All solicitations and attachments are due no later than 5 PM on Friday, February 21, 2025. Letters may be submitted by regular mail or email but must be received by the deadline. Late submittals will not be accepted. (Please note that the DTLB Alliance email server accepts a maximum file size of 5 MB. If necessary, please separate your submission into multiple emails or make other arrangements to submit electronically). The DTLB Alliance reserves the right to consider alternatives; to reject any or all letters; and, to waive irregularities of information in any letter of solicitation. A selection committee consisting of DTLB Alliance staff and Downtown stakeholders will evaluate the submittals of each respondent based on the minimum qualifications and the selection criteria outlined above. Selected respondents will be interviewed by the selection committee.