



Request for Qualifications:

On-call Design Services for the  
City of Coachella Façade Improvement Program Design Services

Submittal must be received no later than:  
June 5, 2024 @ 12:00 PM

Submit electronically to: [cjimenez@coachella.org](mailto:cjimenez@coachella.org)

## Introduction

The Commercial Façade Improvement Grant Program (“Program”) is an endeavor of the City of Coachella to leverage public funds and private investment to enhance the physical appearance and economic vitality of commercial businesses in the Downtown Pueblo Viejo Area, specifically the segment of Cesar Chavez Street between Sixth Street and Avenue 52.

The long-term objective is to upgrade the Downtown Pueblo Viejo Area on Cesar Chavez Street between Sixth Street and Avenue 52 by improving the physical appearance of the area, encouraging the retention of existing businesses, increasing property values, tenant stability, and lease rates for the properties. The program also seeks to fund improvements which create outdoor dining or gathering spaces to promote activity in the downtown. The program is intended to encourage high-quality architectural design, modernization, and private investment in the most visually prominent buildings in Coachella – which in turn will attract more and more high-quality retail and industrial businesses to the city over time.

For this reason, the City of Coachella is seeking one or more architects or professional design firms that can provide technical assistance, design guidance, and other support to the local small businesses who participate in the program. The selected design consultant(s) may be called on to provide architectural services for pre-design, schematic design, design development, construction documentation and/or construction administration to complete façade improvements and/or exterior tenant improvements at selected small businesses within the City of Coachella.

The City intends to enter into a two-year professional service agreement with the selected design consultant(s) and have them available to offer a limited amount of design assistance for each approved project – up to 15 hours of assistance, up to a maximum of \$4,500 per project, paid for by the City. Any additional services would need to be negotiated independently between the project applicant and the design consultant. Typical services could include any of the following:

- a) Advise the project applicant on ways to: refine their project scope, explore the most cost-effective ways to achieve the greatest visual improvement to their façade, and avoid project components that could lead to delays or cost overruns.
- b) Assist applicants in creating a plan for exterior improvements (e.g., lighting, signage, windows, awnings, architectural features, outdoor dining, or other improvements).
- c) Recommend color schemes, architectural details and/or design elements that will advance the City’s goals of strong, pedestrian-friendly urban design.
- d) Identify potential code issues in the project scope, if applicable.
- e) Prepare professional plans, architectural renderings and/or bidding documents.
- f) Assist during the building permit plan review and approval process.
- g) Assist with oversight/administration during construction/installation.

The City of Coachella invites qualified firms to submit a statement of their qualifications to provide on-call design consulting services for this program.

## Important Dates:

RFQ Issued.....	March 25, 2024
Deadline to Submit Statement of Qualifications.....	June 5, 2024
Finalist Interviews (if needed) .....	June 6, 2024
Selection of Firm or Individual.....	June 6, 2024
Contract Award at City Council Meeting .....	June 12, 2024

## Program Objectives

The objectives of the City of Coachella Façade Improvement Grant Program are to:

- Stimulate private investment, attract new businesses and revitalize existing businesses in key retail and industrial categories.
- Improve the physical appearance and the quality of tenants in retail and industrial areas throughout the city, to allow the overall upgrade and improvement of Coachella's economic vitality and business mix over time.
- Help to combat blight and activate older, distressed retail and industrial properties.
- Upgrade buildings to support, retain, modernize, and improve existing retail and light industrial uses.
- Raise awareness of Coachella businesses and drive traffic to stores.

Through this Request for Qualifications (RFQ), the City will select one or more qualified firms with which the City may contract to perform the services described in the RFQ. The purpose is to establish a team of one or more consultants who are available to provide design and technical expertise for the Façade Improvement Program on an as-needed basis. Work is not guaranteed but as the need for professional services arises, the City will contact the firm(s) to provide specific work tasks. [The term of the contract is anticipated to be for two years.](#)

## Scope & Approach for Providing Design Services

As envisioned, the selected design firms will provide design, contract administration and/or other architectural services for façade projects that the City of Coachella has either approved or approved with conditions for grant funding. The façade projects may consist of the improvement of business facades and the replacement of deteriorated or poor-quality exterior façade, including but not limited to doors, windows, sidings, awnings, and commercial signs. The programs are managed through the effort of the City of Coachella's Economic Development Department. In general, the following process is envisioned:

1. The project applicant applies for grant funding.
2. Upon request by the City, the design firm will work with Economic Development staff to review proposed plan to ensure it meets City program goals and objectives, and to make recommendations about any refinements to the project

scope. After a review of the project to determine eligibility, the City may approve the project, partially approve the project, or approve the project with conditions. At this time the City will also set the grant amount.

3. If the City determines that the project scope is promising but is in need of refinement, clarification, or minor changes, the City may assign one of the selected design firms to provide technical assistance to the project applicant.
4. The design firm will meet with the business owner to review their business needs, objectives, and project scope, and will provide design services, guidance, and technical assistance to help improve the project scope, ensure that it meets the City's program requirements, and has a well-defined scope and design to improve the chance of obtaining accurate, reasonable bids from vendors.
5. If additional design services are desired by the project applicant, they will negotiate independently with the design firm.

As a result of this solicitation, the City of Coachella is requesting architectural design services related to the pre-construction aspects of the project.

## **Submittal Requirements, Format & Instructions**

The deadline for submittals is June 5, 2024 at 12:00 PM. Submittals must be sent via email to: Ms. Celina Jimenez, City of Coachella Economic Development Department, at [cjimenez@coachella.org](mailto:cjimenez@coachella.org) and Mr. Gabriel Perez, Development Services Department at [gperez@coachella.org](mailto:gperez@coachella.org) . The email must include "RFQ – Façade Improvement Design Services" in the subject of the email. The submittal must include the following components:

- Letter of Interest – including understanding of desired services and overall approach to providing design services.
- Licenses & Certifications – including proof of active California architect license and/or related certifications in good standing.
- Statement of Qualifications – addressing:
  - Examples of current relevant working experience designing exterior facades of small businesses.
  - Comprehensive working knowledge of commonly accepted business facility standards.
  - Experience and ability to provide the various services required, as directed by the City, including but not limited to:
    - Work with City and project applicant to develop, refine, complete, or improve the applicant's proposed project scope. This may include design services and advisory for: painting, color scheme, exterior materials and finishes, exterior building lighting, window treatments, entryways, repairs or code upgrades, rehab of exterior historic features, safety or security features, signage, awnings, outdoor dining areas, or other features directly associated with the façade

project.

- Provide design assistance on internal tenant improvements, such as: interior lighting, paint, fixtures, merchandise displays and/or aisles, configuration of dining area, reception & cash register areas, circulation, flooring, sound attenuation, or other interior updates or improvements.
  - Work with project applicant to estimate construction costs, refine their project budget, anticipate potential budget issues, and provide advisory on how to solicit bids and avoid cost overruns.
  - Work with City to ensure that the revised project scope complies with the grant program goals and requirements.
  - Assist with production of schematic designs, renderings, construction documents, and/or bidding documents.
  - Provide advisory to project applicant during permit approval and construction administration phase.
- References – including at least four (4) clients currently/previously served, with at least one of the references to be a city and at least one reference to be a project completed within the past two years.

## **Submittal Evaluation Criteria**

The City of Coachella reserves the right to award the contract generated from this RFQ to the consultant that presents a proposal that best meets the specifications as listed herein and represents the most beneficial procurements as determined by the City. The award will be made based on the consultant's qualifications including, but not limited to, the following:

- Experience & capacity
- Understanding of program goals and the work to be performed
- Professional expertise of team
- Prior experience relative to project
- Completeness, feasibility, and quality of submittal
- Clarity and quality of presentation

## **City Requirements & Disclaimers**

The City reserves the right to waive any minor deviation in submittals received when such waiver is in the best interests of the City, and reserves the right to modify any requirements, terms, or conditions as outlined in this RFQ when such modification is in the City's best interest.

Submittals will be accepted from thoroughly competent and experienced individuals or firms as determined solely by the City. Consultants are responsible for submission of accurate, adequate, and clear descriptions of the information requested. Omissions, vagueness or inaccurate descriptions or responses may be grounds for rejection.

The City reserves the right to modify, revise or cancel this RFQ. This document is not an

offer to contract but is an RFQ as defined herein, to satisfy specific user requirements of the City of Coachella. Neither the issuance of the RFQ, preparations, and submission of a response, nor the subsequent receipt and evaluation of any response by the City, will commit the City to award a contract to any consultant even if all of the user requirements in the RFQ are met. The City may modify these requirements in whole or in part and/or seek additional consultants to submit responses. Only the execution of a written contract will obligate the City in accordance with the terms and conditions contained in such contract.

Consultants may be required to make an oral presentation of their qualifications to the City's Economic Development Department staff.

All submittals, upon submission to the City of Coachella, become the City's property for its use as deemed appropriate. Nothing contained in this RFQ shall create any contractual relationship between the consultant and the City of Coachella. The City accepts no financial responsibility for costs incurred by any consultant in responding to this RFQ.

The City of Coachella has the following prerogatives with regard to proposals submitted:

- To accept or reject any or all submittals
- To award all or part of the project at its discretion
- To adopt any or all parts of a proposal
- To use any or all ideas from proposals submitted
- To request additional information for the purpose of clarification
- To correct any arithmetic errors in any or all proposals submitted
- To change the deadline for submitting proposals upon appropriate notification to all consultants receiving the RFQ
- To accept or negotiate any modifications to the scope and fee of any proposal following the deadline for receipt of all submittals and prior to contract award.
- To waive any irregularity or any non-conformity of proposals with this RFP, whether of a technical or substantive nature.

The selected consultant will be required to enter into a professional services agreement with the City of Coachella based on the contents of the RFQ and the consultant's submittal. Prior to executing this agreement, the consultant will be required to provide to the City proof of the required insurance and endorsement. Consultants are encouraged to contact their insurance carriers during the proposal stage to ensure that the insurance requirements can be met if selected. The City of Coachella requires the consultant and any subcontractors to have a business license to work in the city.

## **Contact Person**

The contact person is Ms. Celina Jimenez, Director of Economic Development. Her contact information is: [cjimenez@coachella.org](mailto:cjimenez@coachella.org) and (760) 262-6263.