

A Gehl Proposal
/ October 2021

Making Cities for People

Downtown Virginia Street
Urban Placemaking Study
Reno, Nevada

Gehl

／ Contents

4	Entire RFQ Document
5	Cover Letter
6	Statement of Project Understanding
	Qualifications of Firm
10	Firm Profile
12	Project Team
26	Project Experience
42	Strategy and Implementation Plan
49	Organization and Staffing Plan
52	Timeline
56	References
57	Fee Proposal
60	Appendix

Request for Qualifications
Downtown Virginia Street Urban Placemaking Study

CITY OF RENO
Purchasing Division
P.O. Box 1900
Reno, NV 89505
(775) 326-6658
(775) 334-2409 fax
woodm@reno.gov



Date: September 15, 2021
RFQ No. 2022-03

INVITATION AND ADVERTISED REQUEST FOR QUALIFICATIONS

Sealed submissions will be received until 3:00 pm, October 27, 2021, via our [online portal](#). Said submissions shall be publicly opened and submitter's names announced at 3:05 pm October 27, 2021.

Marcie Wood, Purchasing Technician

The City of Reno is currently accepting sealed submissions for qualified **Downtown Virginia Street Urban Placemaking Study Consultants**. This Request is exempt from standard N.R.S. 332 guidelines per Chapter 332.115(1)(b). The selection of qualified **Downtown Virginia Street Urban Placemaking Study Consultants** is within the discretion of the governing body.

Questions regarding the Request for Qualifications shall be submitted via the online portal under the Questions Tab.

Per the attached Terms, Conditions, and Requirements.

Firm Name Gehl Inc.

Address 1211 Folsom Street, 4th Floor

City San Francisco

State CA Zip Code 94102

Telephone T +1 (415) 636 9130

Fax Gehl no longer has a fax number

E-mail mayra@gehlpeople.com

In compliance with this Invitation for Request for Qualifications and subject to all Terms and Conditions thereof, the undersigned offers and agrees, if selected, to furnish any or all of the items or services listed herein at the fees and terms stated. I also acknowledge receipt of **25** pages of this Invitation to Request for Qualifications.

Signature

Print Name Mayra Madriz

Print Title Director

／ Cover Letter

City of Reno
Purchasing Division/
PO Box 1900
Reno, NV 89505

Maurice Wood,
Purchasing Technician
(775) 326-6658
(775) 334-2409
woodm@reno.gov

/ October 27, 2021

Gehl Studio Inc.
1211 Folsom Street
4th Floor
San Francisco, CA 94103

Mayra Madriz
+1 (415) 636 9130
gehlpeople.com
mayra@gehlpeople.com

Dear Selection Committee:

We are pleased to submit our response to the City of Reno for the Downtown Virginia Street Urban Placemaking Study. This is a great opportunity for the City of Reno to bring holistic urban design to the forefront of their city planning and to center the public realm as a key driver of economic and community development.

Streets are about more than getting people from point A to point B. Streets are the lifeblood of local, regional, and state economies. When they are overcrowded or not fully optimized they significantly impact the livability of communities and the viability of cities, towns, and regions. We believe that streets play a key role in public space networks and that they truly come to life when they are responsive to their contexts: to the needs and desires of local communities.

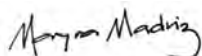
We believe that the placemaking study for Virginia Street can have greater impact across the city than solely within the physical boundaries of the project. As one of the main corridors in the city, there is much to be done to increase invitations to walk and spend time here, and to overall identify how Virginia Street becomes a place to stay, not just move through. While there is opportunity for change, there is also a lot to build on and our approach will allow us to identify the key assets and attributes of the street today and where design or program change can address the gaps. We know that great streets involve coordination from many different private and public stakeholders and building the trust of those who will be involved with the change process and ongoing maintenance will be key to our success as well.

The Gehl team is composed of interdisciplinary professionals with expertise in architecture, landscape architecture, urban planning, downtown revitalization, economic development, cultural programming, data analysis and impact assessment, and stakeholder engagement, each with a deep understanding of the relationship between life and form. Gehl has played a key role in working with local leaders to transform streets, public spaces and cities across the globe, including San Francisco, Denver, Calgary, Nashville, Santa Monica, West Palm Beach, Salt Lake City and Fort Wayne, among dozens of others. We are energetic collaborators united by a commitment to designing people-first cities through innovative community engagement, design, programming, activation, evaluation and stewardship.

In addition to our core Gehl project team, we are a networked organization with strong connections to experts in small business engagement and market analysis, economic development, micro-mobility, and traffic engineering. Alongside direct collaboration with local experts and community members that we hope to engage through the project process, we will stay connected to local priorities and best practices. Together with you and the Reno community, our outstanding team will craft a robust roadmap for how to best deliver placemaking to the downtown Reno community that meets current and future needs.

We look forward to the opportunity to work with you to take the bold and necessary steps to realize the city's full potential.

Sincerely,



Mayra Madriz
Director

／ Statement of Project Understanding

How does a city foster inclusive growth in a rapidly changing environment?

Reno is growing, with a population increase of over 13% in the last ten years. This growth is a boon for Reno, creating new opportunities to invest in housing, mixed-use development, parks, and infrastructure. Yet, this same growth puts pressure on affordable housing and communities with fewer economic resources.

As economic development forges ahead, it is vital that the diverse communities, businesses and people that shape the identity of Reno have visibility and a voice in future planning, design, and development projects. While urban design and planning alone will not solve any city's greatest challenges, they can create the platforms needed to connect people to social and economic opportunities. The City's recent Reimagine Reno Master Plan, the Downtown Action Plan, and the Downtown Reno Partnership, among other initiatives, demonstrate a commitment to robust engagement and to a vision for neighborhood development - not simply corridor revitalization.

Virginia Street, with its central location for both locals and visitors, has the potential to become the backbone of a revitalized downtown neighborhood – a place where people can live, work and play, where they have options for how to move and travel around the city. However, to achieve this we need to create more invitations and reasons to enjoy and experience Downtown Reno. We need to consider how the design of the street can change; where new development can take place; and how programming, events and partnerships, with existing and new businesses, can contribute to the evolution of the street. To identify what's needed, the many stakeholders connected to the street – from municipal agencies to local nonprofits,

property owners to businesses and developers – will need to be engaged in a meaningful way that shapes a unified community vision. These perspectives will be vital to ensuring our Gehl team can build on work already done and address the most pressing issues at hand, whether it be safety or economic development, land use or others we might uncover in our engagement process.

Many of the cities and public spaces we work in are struggling with some of the social challenges that cannot be ignored when conducting surveys of a space. It's important to face these challenges head-on and to carefully document and distinguish between socially acceptable, less socially acceptable, and illicit behaviour and activities. Our Public Life Public Space observational tools and methods contain categories to capture the entire range of behaviour in a space and to understand whether the issue is one of perception or a legitimate crime and safety concern. Furthermore, better understanding the relationship between larger social and economic forces and extremely local life and space relationships can help provide important guidance regarding design, programming and stewardship recommendations.

Gehl will lead the effort to develop a unified vision for Virginia Street, working closely with City staff, key



University District, Porch Swings - Philadelphia, PA

stakeholders and the public. We are multidisciplinary, innovative, and versatile; skilled in our respective expertise; open-minded and always curious to learn, innovate, and change paradigms. We have a mixture of creative and analytical skill sets and are well configured to partner with the City of Reno to address a wide range of challenges and ensure quality control.

One thing that makes us unique is our ability to bring our global insights to local contexts. We have a portfolio of relationships and experience in world class cities across the globe, from Los Angeles, Denver, Nashville, New York, and 200+ others, in the US and abroad. But we don't just crash land that experience. We are sensitive to translating and adapting global lessons learned and innovative practices to meet the needs of the Reno community at eye level. As a globally networked organization, we have a wide range of partners specialized in areas such as mobility, small business, and economic development. In the process of learning more about the local needs in Reno, we can call on these experts as needed to contribute to this project. (See page 12 for more information on expert network services.)

Data collection and monitoring the impact of change is at the core of all Gehl services. Our team is experienced in developing tools to understand the impact of change and how to engage people in the process

using storytelling through data to craft concise and compelling narratives that communicate the impact of change. Ensuring that you have the right data sets to tell the story of impact before, during, and after implementation is key. However, the collection of data is not the end goal in and of itself. The ultimate goal is to understand the impact of change and use that knowledge strategically to shape better, more livable spaces for residents and visitors alike.

The Gehl team will also build upon past and current efforts, and deliver a vision for The Future of Virginia Street that aligns and prioritizes economic investment, governance, and design through a collaborative and inclusive effort. We will deliver a strong vision rooted in the local community; a vision that includes the needs and perspectives of business and property owners, local residents, students and visitors, local organisations and advocacy groups, arts and cultural producers, alongside cross-departmental city agencies and decision makers. We will provide a framework for success, complete with both short and long term actionable steps, prioritized through a comprehensive evaluation process. We will put emphasis on inclusivity, walkability, vibrancy, fun, safety, operations and funding, and bring the local community along in the process to ensure project success beyond our Placemaking Study.





Firm Qualifications

／ Firm Profile



The Gehl Team

Gehl is an urban design and research consultancy offering expertise in the fields of architecture, urban design, landscape architecture, and city planning. We address global trends with a people-focused approach, utilizing empirical analysis to understand how the built environment can promote well-being. We apply this analysis to strategic planning and human-centered design to empower citizens, decision-makers, company leaders, and organizations.

Copenhagen, New York & San Francisco

Copenhagen is the base of our networked organization - a city we have collaborated with, studied and worked in for more than 40 years. Our large scale 'Public Space Public Life Studies' in Copenhagen in 1968, 1986, 1995 and 2005 have provided the City of Copenhagen with unique insight and documentation of public life and a substantial knowledge of what works and what does not work when it comes to making cities for people. This evidence helped propel Copenhagen to become one of the world's most people-friendly cities and a global leader in green mobility, and pedestrian and cycling infrastructure.

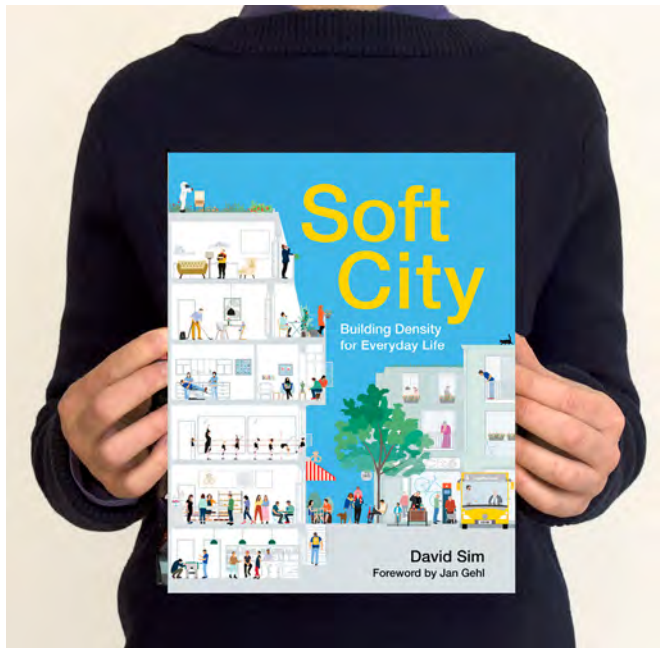
In 2014 we established two studios in New York and San Francisco, enabling us to do more of what we love most: to work face to face and on a daily basis with our local clients and collaborators. Gehl has approximately 70 employees across the three offices who work collaboratively on projects around the world.

Gehl Services

- Urban Strategy
- People First Design
- Master Planning Frameworks
- Active Engagement & Process Leadership
- Public Life
- People First Mobility

Three Guiding Goals: Equity, Health, and Sustainability

Developing equitable, healthy and sustainable cities for all. At Gehl, we're committed to actively creating the future we want to live in. We're continually building upon our understanding of life, form, and shared urban systems, to deliver even greater impact on equity, health, and sustainability. We want a



Soft City, published in 2019



Gehl Public Space Public Life (PSPL) Survey

future where people have control over their health and where inclusive neighborhoods and places are designed to make it easy for people to take meaningful climate action.

Gehl Clients

We work with city and regional agencies, downtown business improvement districts, universities, foundations and private developers and corporations. We have worked in over 250 cities around the world in urban, suburban, and rural contexts.

The Human Scale

Our work is based on the human dimension – the effect of the built environment on social interaction between people. We consider lively and widely used public spaces to be vital keys to quality of life in cities and to overall well-being. Well-planned public spaces can encourage healthier choices, by allowing people to integrate physical activity into their everyday routines by walking, biking, or using public transport. We are able to jointly tackle and prioritize the needs of people in the planning and design of cities,

districts, communities, streets and spaces, to make bigger impact and to go further in the design process.

Strategies for people-friendly cities

At Gehl we work to make existing cities better by providing elected leaders, city administrators and other decision makers with data and strategies concerning public space. Public Space Public Life surveys and consultations have been conducted for cities of all sizes around the world.

The Gehl Approach

The study of people’s well-being lays the foundation for our strategic planning and design. Our approach is iterative and holistic, but begins with life – then activities, user groups, and behavior patterns - before we shape public space and streets to invite for this public life to flourish. It is these characteristics that then inform the design for buildings and infrastructure.

／ Project Team

The Gehl team will be led by the San Francisco office and will engage key individuals to brainstorm and share content expertise from our San Francisco and Copenhagen studios as needed. Together, we bring a diverse set of experiences in cities ranging in size from 10,000 to 12,000,000. We have deep experience facilitating collaborative engagement, developing neighborhood scale designs, and creating tools to guide inclusive planning practice.



Mayra Madriz, Director

Mayra is an Urban Planner with international experience in master planning and urban regeneration. Since 2007, she has worked on developing integrated frameworks for high-profile mixed-use projects with ambitious sustainability and socio-cultural targets. Her work centers on how people experience the public realm, how they are impacted by changes in the built environment and how to engage a broad range of stakeholders meaningfully in planning decisions.



**Sofie Kvist , Associate;
Project Manager**

As an Associate at Gehl, Sofie has a focus on public realm strategies, urban transformation and public space design. She works with public life data driven strategic recommendations and design solutions, and often with pilot projects as a tool for public engagement and for testing design solutions 1:1. Sofie works with projects in the US, Canada, Scandinavia and Latin America for both public and private clients as well as non-governmental organizations. Her educational background as an Urban Designer combined with her experience of working as a Landscape Architect provide Sofie with an ability to connect strategic urban design to physical design at eye level which is rooted in user-oriented design.



Olivia Flynn , Urban Designer

Olivia is a multidisciplinary urban designer, researcher and strategist, motivated to creating cities that make people's lives happier and healthier. Through data collection and analysis, creative storytelling and design, Olivia creates designs that are reflective of what communities need and prioritize a comfortable human experience, especially for more vulnerable groups such as women and children. She is passionate about understanding the lived experience of a place and creating meaningful invitations for people to spend time and enjoy their cities.



**Candelaria Mas Pohmajevic, Urban
Designer, Architect**

Candelaria is an architect and urban designer committed to creating urban responses that address the climate crisis through an inclusive, people-centered approach. To achieve long-term resilience, she believes that it is crucial to integrate ecosystems and climate-sensitive infrastructures in the design process. Her experience across cities in Argentina, Mexico, Italy, and the US has shaped her passion for understanding diverse cultural-ecological characteristics and celebrating them through design. She holds a Master of Science in Architecture and Urban Design from Columbia University, where she received the Prize for Excellence in Urban Design.



Ghigo diTommaso, Director
Expert Reference

Ghigo is a Director at Gehl, where he leads master plans, public life studies and urban prototyping projects in Northern, Central and South America. Trained as an architect and urban designer in Florence, Ghigo practiced the profession, conducted research, and taught in Barcelona for several years before relocating to San Francisco and joining the Rebar Art & Design Studio in 2012. A member of Gehl's San Francisco Office from its founding, Ghigo is also affiliated with the UC Berkeley College of Environmental Design, where he has been teaching since 2014.

We are a network of experts

Gehl combines global breadth with local depth enabling our team of professionals to tackle urban planning and design challenges in a wide range of contexts. Gehl partners directly with mayors, city administrators and other stakeholders, to envision, design, and deliver a more transparent planning processes and better future outcomes for people. We believe our team has the expertise needed to develop a unified vision for the Future of Virginia Street, and deliver a robust placemaking study. And yet, we know that opportunities to focus on a specific topic can develop and priorities and directions can shift mid-project. If that is the case, we maintain a network of experts who can be drawn upon as needed to bring their nuanced expertise in people-first city making to the particulars at hand.

1. Small Business Engagement and Market Analysis

Small businesses support local economies and reflect a neighborhood's identity and culture: activating a street and inviting people to spend time in a place. Our analysis will include engagement with and review of existing businesses. If it seems that additional expertise in market analysis is required, we will reach out to **Streetsense**, one of our partners in this area. Streetsense is committed to supporting public sector leaders to respond to trends in the retail, real estate, and hospitality industries. Their Public/Non-Profit Solutions Group combines decades of experience consulting for Local, State and Federal government entities, Business Improvement Districts, Main Street groups, and Community Economic Development organizations, with unparalleled private sector insights into what makes businesses, brands, and places tick. The Group believes that every community has a unique set of characteristics that shape opportunities for economic growth and success. The primary focus of our work is to help clients harness these assets using public policy, programming, and capital investments to create an environment in which commercial activity.

2. Traffic Engineering

The robust collection, analysis, and reporting of spatial, street, and mobility network data trends is incorporated into our project approach, alongside engagement with transportation and mobility leaders. If we begin to notice a great emphasis on traffic engineering challenges, Gehl can draw on our history working with partners that complement our holistic approach with technical

expertise on topics such as freight management, truck routing, traffic and parking capacity studies, and utilities surveys. We have relationships with several traffic engineering firms across the country including a strong working relationship with **Fehr and Peers**, a leading transportation and engineering consultancy, and a recent partner on the Salt Lake City Street Network project and team with whom we have already been in touch with regarding this project. Fehr and Peers will be our go-to transportation planning partner, should this project require more technical expertise.

In addition to the specific partners noted above, we may reach out to our network for expertise in the following areas:

3. Emerging Technology

We have a commitment to staying at the front end of technological innovation and identifying opportunities to integrate technology into our practice. Gehl has an innovation arm, and partnerships with Streetwyze, a small firm developing an app to collect community feedback, as well as with sensor and data capture companies, such as Numina and Replica to collect public life movement data and understand behavioral patterns related to demographics. All data collection is anonymized.

4. Emerging Media

We believe that new platforms and new tools for storytelling can enhance our ability to engage at the community level and to communicate the scope and vision of our conceptual design and planning work. Augmented Reality, Virtual Reality, and other forms of immersive media present powerful opportunities to make our work more accessible. Partnerships with established content creators as well as emerging talent organizations, such as Black Public Media's Emerging Technology division, will bring diverse points of view and narrative know-how into our arsenal.

5. Industry Groups

We believe in striving to continuously expand our understanding of current industry trends and new thinking in the fields of planning and urban design and several members of our team have leadership roles or are actively engaged with key industry groups such as the American Planning Association, American Society of Landscape Architects, Urban Design Forum, and Urban Land Institute.

Mayra Madriz

Director

Master in Community
& Regional Planning



CV

Mayra is an Urban Planner with international experience in master planning and urban regeneration. Since 2007, she has worked on developing integrated frameworks for high-profile mixed-use projects with ambitious sustainability and socio-cultural targets. Her work centers on how people experience the public realm, how they are impacted by changes in the built environment and how to engage a broad range of stakeholders meaningfully in planning decisions.

Contact Mayra:
+1 (415) 636 9130 x 510
mayra@gehlpeople.com

● Qualifications

2007

Master in Community and Regional Planning
Master in Latin American Studies
University of New Mexico, Albuquerque, NM

● Work

2014-

Team Lead, Director, Gehl — San Francisco

2012-2014

Urban Strategist, Re:Imagine Group,
San Francisco, CA

2007-2012

Urban Planner and Sustainability Consultant,
Arup, San Francisco, CA

● Selected projects

2021

Complete Streets Policy Guidance for the Government of Chile - Chile. Package of policy and design recommendations for the Chilean Council of Urban Development - an advisory committee to the President of Chile - to create multi-modal, people-first streets informed by both national and international precedents

2020

Downtown San Jose Mobility Plan - San Jose, CA. Public engagement for a mixed

use transit oriented development that will host the new Google Campus

Carrera Séptima - Bogotá, Colombia. Strategic advise and schematic design for an emblematic corridor in Bogotá

Global Placemaking Framework

- Worldwide. Leading a multi-year partnership with a global technology company, Developed a strategy to build stronger community relations and activate the ground-floor of more than a dozen sites worldwide

2018

Nueva Costa del Plata - Buenos Aires, Argentina. Public space and development framework for a large scale waterfront development

San Jose City Life Project - San Jose, CA. Broad urban strategy and public life initiative that spans a range of departments across the City of San José to help the city and citizens make public life flourish in the city's public spaces

2017

Civic Center PSPL - San Francisco, CA. Study and recommendations to inform the redesign of Civic Center's public realm

Barrio 31: Upgrading an Informal Settlement - Buenos Aires, Argentina.

Public realm plan, mobility framework and master plan for formalizing the informal settlement of Barrio 31

National Public Spaces Guidelines - Chile. National urban design guidelines and methodology for the Chilean Ministry of Housing and Urbanism (MINVU) distributed to government officials and professional

Mayra Madriz

Director

Master in Community & Regional Planning



Mayra on www.gehlpeople.com:
gehlpeople.com/people/mayra-madriz/

leaders across the country

2016

Chile 4 Cities - Puerto Montt, Puerto Varas, La Serena and Coquimbo, Chile -. Public space evaluation and pilot interventions to enhance the pedestrian experience in four Chilean Cities

Santiago Camina - Santiago, Chile. Public realm plan to collect pedestrian and bicycle data in two of the busiest transit hubs of the capital: Metro Cal y Canto Metro La Cisterna

2015

Boise Transportation Action Plan - Boise, ID. Integrated mobility vision and plan with improved bicycling infrastructure for the city

"A Todo Pedal" - Latin America. Guidelines for creating more bike-friendly cities across Latin America

City of Montevideo PSPL & Pilots - Montevideo, Uruguay. Public space public life study and pilot project schematic design for Montevideo's main street

Market Street Prototyping Festival Evaluation - San Francisco, CA. Study of public life and the impact of prototypes during the Market Street Prototyping Festival to inform longterm redesign of Market Street

2014

Green Corridor Design - Cali, Colombia. Land use guidelines for the Green Corridor. Bicycle network and design, and capacity-building workshops for people-centered public spaces

Public Space Analysis and Pilots - Pasto, Colombia. Public space public life study, action plan and pilot project concept design for the city of Pasto

Public Space Analysis and Pilot interventions - Asunción, Paraguay. Public realm survey and mobility improvement plan for Asunción's historic city center

● Teaching

2016

Gehl Masterclass, Buenos Aires
- Lecturer, Incremental Design.

2014

University of California, Berkeley
- Lecturer, Design and Innovation for

Sustainable Cities Program

2005-7

University of New Mexico, Albuquerque
- Associate Faculty, Applied Community-Based Planning course

● Selected Talks

2020

SPUR Ideas + Action 2020 - 'What Does Public Space Look Like in a Post-Pandemic World?' Virtual webinar

2019

SPUR at San José's Pop Up Space - Panel, San José

2017

International Congress Of Urbanism - 'The Human Dimension in Urban Revitalization,' Buenos Aires

2016

Bridge SF - Civic Innovation. Urban Health at the CUGH Global Health Conference

● Publications

2013

Implementing Civic Innovations: A Political Challenge. Smart Citizens. Future Everything Publications.

Sofie Kvist
Associate
Cand Arch, M.A.A.



CV

As an Associate at Gehl, Sofie has a focus on public realm strategies, urban transformation and public space design. She works with public life data driven strategic recommendations and design solutions, and often with pilot projects as a tool for public engagement and for testing design solutions 1:1. Sofie works with projects in the US, Canada, Scandinavia and Latin America for both public and private clients as well as non-governmental organizations. Her educational background as an Urban Designer combined with her experience of working as a Landscape Architect provide Sofie with an ability to connect strategic urban design to physical design at eye level which is rooted in user-oriented design.

Contact Sofie:
+1 (415) 688 9346 x 521
sofie@gehlpeople.com

● Qualifications

2007

Master of Arts & Architecture, Aarhus School of Architecture, Denmark

● Work

2010–

Project Manager, Gehl — Copenhagen and San Francisco

2010

Project Manager, Wuttke & Ringhof Arkitekter, Copenhagen, Denmark. Assigned for an urban development project

2007–10

Project Manager/Architect, Kragh & Berglund Landscape Architecture & Urban Design, Copenhagen, Denmark

2003–04

Intern WMA – Willy Müller Architects
Barcelona, Spain

● Selected projects

2021

North Lake Shore Drive - Chicago, Ill.
Public Realm study, engagement and design advisory for redevelopment of lakefront access, and public space design and programming.
El Canada Masterplan - Monterrey Mexico.

Masterplan, public realm plan, and design guidelines for 65HA greenfield development, of future 30.000 people district.

The Future of Stephen Avenue Phase 1B

- Calgary, Canada. Design and fabrication advisory for street furniture, and seating areas on downtown main street.

Riley Area - Calgary, Canada - Streetscape Design and Public Realm concept plan connecting 3 neighborhood areas.

Castro Street - Mountain View, CA. Analysis of current conditions and economic development opportunities to inform concept design alternatives for the redesign of downtown main street

Brevard & 21st Street - Charlotte, NC. Public realm concept plan, schematic and design development of streets, alleyways and courtyards for a mixed-use, transit-oriented development

2020

Covid-19 Testing Kiosks - Nationwide.

Expanding access to Covid-19 testing through the design, prototyping and implementation of testing kiosks, and a spatial strategy for deployment in partnership with Curative

Castro StrEATs - Mountain View, CA. Design and implementation of a pilot street closure strategy to enable the re-opening of businesses and public space during the COVID-19 pandemic

Downtown Mobility Plan - San Jose, CA. Public engagement for a mixed use transit oriented development that will host the new Google Campus

Carrera Séptima - Bogotá, Colombia. Strategic advisory and schematic design for an emblematic corridor, green street

Sofie Kvist

Associate



Sofie on gehlpeople.com:
gehlpeople.com/people/sofie-kvist

design, ecology, mobility, and social space
Statewide Street Design Guides - Victoria, Australia. Existing conditions analysis, stakeholder workshops, design guidelines and future street typology design

2019

IDEO CoLAB – A research platform co-led by IDEO and Gehl—working closely with multiple public and private organizations— to uncover, probe, and tackle crossdisciplinary challenges facing the future of our cities

The Future of Stephen Avenue

Phase 1 - Calgary, Canada. Strategic recommendations and concept designs for the redesign of the main street as a shared street, informed by a public space public life survey

Metro Tunnel Creative Program -

Melbourne, Australia. Evaluation tools for temporary art program in relation to metro construction, evaluation data analysis, and key insights and recommendations for program adaptation

Places for People - Vancouver, BC.

Downtown-wide public space public life study, analysis, recommendations and emerging strategies to accommodate rapid growth

Promenade 3.0 - Santa Monica, CA.

Public space public life study, visioning and conceptual redesign to ensure the Promenade's ongoing success in a changing retail environment

2018

Sunset Strip Pilot & Framework Plan -

West Hollywood, CA. Public space public life survey, pilot projects and streetscape action framework plan to enhance public life and pedestrian safety

Seawall Public Life Study - San Francisco, CA.

Targeted public life assessment to plan for climate change mitigation and adaptation for the city's seawall

2017

Cogswell Halifax Peer Review Phase 1, 2 & 4 - Halifax, Canada.

Design review and process facilitation for the removal of an urban highway interchange and the development of a new neighborhood

River District Master Plan - Vancouver, BC.

Public space plan and master plan concept

for new city development. Interim use concept design for central waterfront hub, plaza and community center

2016

Five Points Plaza Pilot Project -

Charlotte, NC. Pilot project design brief and tools for evaluation based on a public space public life survey

Santiago Camina - Santiago, Chile.

Public realm plan to collect pedestrian and bicycle data in two of the busiest transit hubs of the capital : Metro Cal y Canto Metro La Cisterna

KaBoom! Play Everywhere Challenge

- Nationwide. Technical assistance, program evaluation, coaching and resources for 50 winning projects for KaBOOM!'s Play Everywhere Challenge

Public Realm Action Plan - West Palm Beach, FL.

Public realm action plan and pilot project concepts for connecting and enhancing public life in five downtown neighborhoods, informed by a public space public life survey

2015

Mobility Plan - Columbus, GA.

University City District PSPL-

Philadelphia, PA.

2014

India Basin Masterplan &

Transportation Action Plan - San Francisco, CA.

Xalapa PSPL Survey + Pilot Project -

Xalapa, Mexico.

2013

São Paulo Centro Pilot Projects - Sao Paulo, Brazil.

2012

San Francisco Public Life Study -

San Francisco Public Life Study -

San Francisco Public Life Study -

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● Speaking Engagements

2021

Lived Experience in Cities, A Tool for change - UBC Urban Studies Vancouver Canada

ULi Calgary Canada - expert panel on the future of Downtown Calgary. How mixed-use density putting people first can change downtown from workplace to neighborhood

Olivia Flynn

Urban Designer
B.A. Environmental
Design



CV

Olivia is a multidisciplinary urban designer, researcher and strategist, motivated to creating cities that make people's lives happier and healthier. Through data collection and analysis, creative storytelling and design, Olivia creates designs that are reflective of what communities need and prioritize a comfortable human experience, especially for more vulnerable groups such as women and children. She is passionate about understanding the lived experience of a place and creating meaningful invitations for people to spend time and enjoy their cities.

Contact Olivia:
+1 (212) 537 6318 x 526
olivia@gehlpeople.com

● Qualifications

2017

BA in Environmental Design/Architecture, Minor in Education (Honors), University of Colorado Boulder

2015

Interior Architecture, Danish Institute of Study Abroad

● Work

2017 -

Urban Designer, Gehl - New York

2016

Communications Planner, Gehl - Copenhagen

2015

Digital Designer, The GrowHaus Denver, Colorado

● Selected projects

2021

North Lake Shore Drive - Chicago, Ill. Public Realm study, engagement and design advisory for redevelopment of lakefront access, and public space design and programming.

Knight Public Space Impact Assessment - Nationwide. Research study to identify factors that lead to equitable outcomes in public spaces

2020

Denver's 16th Street - Denver, CO. Public Space and Public Life strategy, programming, sequencing plan and urban design for \$120 million redesign of the iconic transit mall, informed by Public Space Public Life studies and strategic pilot projects, since 2015

Re-imagining Denver's 16th Street Mall: Playbook - Denver, CO. A public life and public space owner and operator's manual for the re-design of 16th Street Mall
Foodscapes Study - Bogotá, Colombia; Houston, TX; Philadelphia, PA. Tackling food deserts through a multi-city analysis of the built environment and people's everyday food behaviors

Castro StrEATs - Mountain View, CA. Design and implementation of a pilot street closure strategy to enable the re-opening of businesses and public space during the COVID-19 pandemic

Health Hubs Research - Nationwide. Conducting research for a private healthcare client to understand how local community

Olivia Flynn

Urban Designer

B.A. Environmental Design



Olivia on gehlpeople.com:
gehlpeople.com/people/oliviaflynn

dynamics and demographics influence how people engage with their health

Covid-19 Testing Kiosks - Nationwide.

Expanding access to Covid-19 testing through the design, prototyping and implementation of testing kiosks, and a spatial strategy for deployment in partnership with Curative

Larimer Square Impact Assessment -

Denver, CO. Impact and safety assessment of a recently pedestrianized street section during Covid-19

Healthy Communities Framework -

Strategic workshop with a health-related company to develop a framework for healthy communities in partnership with IDEO

The Future of Stephen Avenue - Calgary,

Canada. Strategic recommendations and concept designs for the redesign of the Calgary's main street as a shared street, informed by a public space public life survey

2019

A Framework to Guide Design Excellence

- Northwest Arkansas. People-first design framework to evaluate and document the impact of the Walton Family Foundation's Design Excellence program

Crystal City Metro, Virginia - Crystal City,

VA. Activation strategy and concept design to create excitement and public space activation around an existing transit center

Inclusive Engagement for Mini-Pitches -

Nationwide. Process Facilitation and strategy to understand and help design mini-pitches to create more inclusive spaces that invite a greater diversity of people to play for the US Soccer Foundation

Evaluation Framework for the NYC DOHMH

- New York, NY. Public Space Public Life study at Harlem Art Park and Concrete Plant Park to understand and develop a strategy for the NYC DOH to implement and monitor creative placemaking as a path to social cohesion

Promenade 3.0 - Santa Monica, CA.

Public space public life study, visioning, and conceptual redesign to ensure the Promenade's ongoing success in a changing retail environment

Chattanooga Innovation District -

Chattanooga, TN. Collective vision, urban design framework, activation projects and programming for the Innovation District;

led by deep community engagement, focus groups, and a public space public life study

2018

Fort Wayne - Fort Wayne, Indiana. Public Realm Action Plan to support rapid growth and connectivity, led by pilot project designs and a public space public life survey

San Jose City Life Project - San Jose, CA.

Broad urban strategy and public life initiative that spans a range of departments across the City of San José to help the city and citizens make public life flourish in the city's public space

Miami Beach Economic Development

Office Pilot Workshops - Miami, FL. Design principles for the design and development of 41st street - a main commercial and transit corridor that links Miami Beach to Miami

2017

KaBoom! Play Everywhere Challenge - Nationwide. Technical assistance, coaching and resources to 50 Design Challenge winners

Design + Build Curriculum Development

Developed curriculum and projects to introduce high school students to the processes of creating in the physical environment

Candelaria Mas Pohmajevic

Urban Designer
MSc in Architecture
and Urban Design



CV

Candelaria is an architect and urban designer committed to creating urban responses that address the climate crisis through an inclusive, people-centered approach. To achieve long-term resilience, she believes that it is crucial to integrate ecosystems and climate-sensitive infrastructures in the design process. Her experience across cities in Argentina, Mexico, Italy, and the US has shaped her passion for understanding diverse cultural-ecological characteristics and celebrating them through design. She holds a Master of Science in Architecture and Urban Design from Columbia University, where she received the Prize for Excellence in Urban Design.

Contact Candelaria
+1 (212) 537 6318 x 514
candelaria@gehlpeople.com

● Qualifications

2020

Master of Science in Architecture and Urban Design [GSAPP Prize for Excellence in Urban Design], Columbia University GSAPP, New York, NY

2016

Bachelor of Architecture — Professional Degree [Honorable Mention Thesis], Universidad de Mendoza, Mendoza, Argentina

2013

Exchange Program — Public Housing and Adaptive Reuse at Robin Hood Gardens Studio in London — Politecnico di Milano, Milan, Italy

● Work

2020-

Urban Designer — Gehl, New York

2020

Apprentice — Gehl, New York

2018-2019

Architect and Urban Designer — TEN Arquitectos, Mexico City

2016-2017

Project Manager — spAce Arquitectura, Mexico City

2014-2016

Junior Architect — Bórmida & Yanzón, Mendoza, Argentina

● Selected projects

2021

Denver 21st Street Redesign - Denver, CO
Public Space Public Life strategy, visioning, and design for Denver's 21st Street as an inclusive urban trail for active mobility and urban heat island mitigation. Informed by a public space public life survey.

Rosemary Sq. II - West Palm Beach, FL.
Vision, masterplan, design and ground floor retail guidelines for a walkable and active mixed-use development with a sustainable approach.

2020

Re-imagining Denver's 16th Street Mall: Playbook - Denver, CO. A public life and public space owner and operator's manual for the re-design of 16th Street Mall

San Lorenzo Community Workshops - Buenos Aires, Argentina. Series of digital consultation workshops to facilitate community conversations around the development of the San Lorenzo Athletic Club soccer stadium

Foodscapes Study - Bogotá, Colombia; Houston, TX; Philadelphia, PA. Tackling food deserts through a multi-city analysis of the built environment and people's everyday food behaviors

Mixed-Use Development - Guatemala City, Guatemala. Vision, concept design, and early activation strategies for a mixed-use development, integrating pedestrianized streets, active ground floors, and sustainable architecture guidelines

Brownfield Area Masterplan - Guatemala City, Guatemala. Vision, masterplan, design

Candelaria Mas Pohmajevic

Urban Designer MSc in Architecture and Urban Design



Candelaria on gehlpeople.com:
gehlpeople.com/people/candelaria

guidelines, and engagement with local government and stakeholders to transform what was an industrial area into a mixed-use, human-scaled neighborhood

5th Avenue Redesign Vision - New York City, NY. Strategic recommendations and design of edge conditions for the transformation of the 5th Avenue, informed by a Public Space survey and sound analysis.

Carrera Séptima - Bogotá, Colombia. Strategic advise and schematic design for an emblematic corridor in Bogotá

CVS Health Hubs - Nationwide. Conducting research for a private healthcare client to understand how local community dynamics determine the way different demographic targets engage with their health

Larimer Square Impact Assessment - Denver, CO. Impact and safety assessment of a recently pedestrianized street section during Covid-19

2019

Vision 2025 Plan - Johnstown, PA. Co-led a community engagement workshop to discover the city's needs and opportunities in relation to the Vision 2025 plan for a resilient Johnstown. Designed schematic proposals for economic reactivation integrating the Conemaugh river to the urban fabric. [Academic]

Community Mapping Workshop - Kingston, NY. Designed and co-led a community mapping workshop to identify spatial opportunities for low emission grassroots projects towards the carbon transition in the Hudson Valley. Proposed a coordinated approach towards emissions reductions along a transect integrating natural and social systems. [Academic]

2018

Mexico City, Mexico - Master plan design and coordination for the Observation transportation hub and mixed-use development 1,000,000+ sq. ft. Design, documentation, and coordination assistance for MUNET Museum. [TEN Arquitectos]

2016-2017

Mexico City and Pachuca, Mexico - Mixed-use development winning competition for Pachuca integrating a cultural center and housing. Offices design and construction for Bank of America HQ. [spAce Arquitectura]

● Research & Publications

2020

Poverty and Pandemic in Latin America:

The Buenos Aires Case - Independent mapping research and web development in Spanish about the impact of COVID-19 in informal settlements in Buenos Aires. Published in ARQA, a Latin American architecture and urbanism journal.

Gowanus on Repeat: Toxicity and Development - Mapping, data analysis and web development for the Points Unknown seminar during the Spring 2020 semester at Columbia University.

2016

Climate Variables Research in Argentina and Chile - Processed and graphed climate data for the book "Arquitectura Bioclimática y Sustentable" by PhD Eng. Alfredo Esteves, Mendoza, Argentina.

● Teaching

2020

Urban Design Studio Teaching Associate — Columbia University GSAPP New York.

● Recognition

2020

Prize for Excellence in Urban Design

Columbia University GSAPP commencement prize that recognizes the student whose work in the Urban Design Program has been most outstanding.

2019-2020

Avery Scholarship

Merit based scholarship at Columbia University GSAPP.

2013

Merit Based Scholarship

Granted to the highest GPA to do an exchange program in the Politecnico di Milano, Milan, Italy.

A. Ghigo
DiTommaso
Director
M.Arch, Ph.D



CV

Ghigo is a Director at Gehl, where he leads master plans, public life studies and urban prototyping projects in Northern, Central and South America. Trained as an architect and urban designer in Florence, Ghigo practiced the profession, conducted research, and taught in Barcelona for several years before relocating to San Francisco and joining the Rebar Art & Design Studio in 2012. A member of Gehl's San Francisco Office from its founding, Ghigo is also affiliated with the UC Berkeley College of Environmental Design, where he has been teaching since 2014.

Contact Ghigo:
+1 (415) 636 9130 x 505
ghigo@gehlpeople.com

● Qualifications

2014

Ph.D in Architecture, EtsaB
Barcelona, School of Architecture
(Summa Cum Laude)

2008

M(Sc).Arch, EtsaB
Barcelona, School of Architecture

2005

B.Arch & M.Arch, Facoltà di Architettura
Università degli Studi di Firenze
(Summa Cum Laude)

● Work

2014 -

Director, Gehl - San Francisco

2012-2014

Associate, Rebar Art & Design Studio
San Francisco, CA

2005-2010

Project Architect, rqp Arquitectura,
Barcelona, Spain

● Selected Projects

2021

U-ERRE District Masterplan - Monterrey, Mexico. District vision, masterplan

framework, and feasibility study for large mid-rise, mixed-use, infill redevelopment in the heart of Monterrey, Mexico

2020

Covid-19 Testing Kiosks - Nationwide. Expanding access to Covid-19 testing through the design, prototyping and implementation of testing kiosks, and a spatial strategy for deployment in partnership with Curative **La Pedrera** - Guatemala City, Guatemala. Vision, masterplan, design guidelines, and engagement with local government and stakeholders to reimagine an industrial area **The Future of Berkeley's Civic Center** - Berkeley, CA. Community vision, design concepts and implementation plan informed by a public space public life survey and community engagement

Monterrey Masterplan - Public space framework, massing studies, design guidelines, and early activation strategies, for mid-rise, mixed-use, infill redevelopment, informed by a Public Space Public Life survey undertaken by local students

Begonia District - Lima, Peru. District vision and urban design framework plan with pilot projects to catalyze change in one of Lima's prime commercial districts

2019

Future of Mobility Solutions - Bay Area. Supporting a large technology company in comparing and communicating the efficacy and public life impact of cutting-edge mobility technologies, considering vehicle design, station layout, and routing within an existing urban landscape

Micromobility Station Design & User

A. Ghigo DiTommaso

Director
M. Arch, Ph. D



Ghigo on gehlpeople.com:
gehlpeople.com/people/ghigo

Experience - Bay Area, CA. User research, journey mapping, design drivers, process mapping, scenario modeling, and concept designs for a public life-oriented micro mobility ecosystem for a leading mobility platform company

2018

UCSD South Gateway Planning Study - San Diego, CA. Campus public life survey and master plan study for UCSD's new mixed-use Theater District

2017

Cochabamba BRT - Cochabamba, Bolivia. Community engagement focused on redesign of a pedestrian- and cyclist-oriented corridor along with station design guidelines for the city's first bus rapid transit system

National Public Space Design Guidelines for Chile - Chile. National urban design guidelines and methodology for the Chilean Ministry of Housing and Urbanism (MINVU) distributed to government officials and professional leaders across the country

City of Montevideo PSPL & Pilots - Montevideo, Uruguay. Public space public life study and pilot project schematic design for Montevideo's main street

2016

Chile 4 Cities - Puerto Montt, Puerto Varas, La Serena and Coquimbo, Chile -. Public space evaluation and pilot interventions to enhance the pedestrian experience in four Chilean Cities

2015

Presidio Main Parade Social Furniture - San Francisco, CA. Design and concept for modular social furniture for Presidio Trust's Presidio Main Parade

Market Street Prototyping Festival Evaluation - San Francisco, CA. Study of public life and the impact of prototypes during the Market Street Prototyping Festival to inform longterm redesign of Market Street

Civic Innovation in San José - San Jose, CA. Public space public life survey, favorite places workshop, and urban prototyping to reimagine San Jose's City Hall Plaza

2014

Detroit Tech Town - Detroit, MI.
Porch Swings at 30th Street - Philadelphia, PA.

Public Space Analysis and Pilots - Pasto, Colombia.

2013

The Yard at Mission Rock - San Francisco, CA

● Teaching

**University of Texas at Austin
School of Architecture**

2020 Sinclair Black Visiting Critic in Urban Design - Advanced Urban Design Studio

**University of California Berkeley
College of Environmental Design**

2017 - 2019 Research Methods in Environmental Design

2016 - 2017 Theories of Spatial Practice

2014 - 2016 Theories of Landscape Design and Environmental Planning

2015 Landscape Design Studio

2014 Design + Innovation for Sustainable Cities

● Selected Talks

2020

NYC Architecture Biennale - 'Social Inclusion: Designing with Empathy' digital course

AIA Built for Health - 'The Pandemic + Practice: Urbanism in the time of COVID-1,' online symposium

2019

SXSW - 'Future of Mobility,' Austin, TX
Congreso Peatonal 6 - Key Note Speaker Morelia, Mexico

2018

IPES Conference - Key Note Speaker, Bogotá, Colombia

2017

Historic Centers Preservation Conference Key Note Speaker, Cusco, Peru

2016

AIA San Francisco - 'Designing for the Commons,' San Francisco, CA



San Jose 'Favorite Places'
Workshop, Gehl



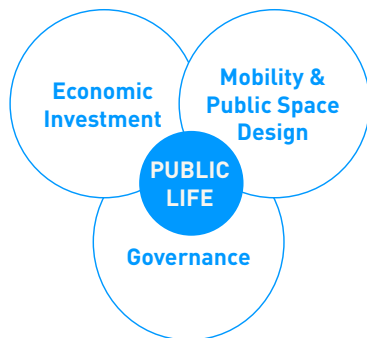
Project Experience

Facts

Location Calgary, Alberta, CA
Client City of Calgary
Client contact Michael Magnan
michael.magnan@calgary.ca
(403) 268-3450
Gehl team John Bela (Project Director), Sofie Kvist (Project Manager), Aja Jeanty, Raúl Dolz Sanchez
Project size 23ha
Year 2019-2020
More [here](#)

Calgary's Stephen Avenue is a popular destination but is struggling to maintain its status as a vibrant corridor and destination. The team developed a Vision to position the street for a renewed era of success.

Principles



To foster a vibrant public life, the project strategy was rooted in a holistic set of principles: Design, Governance, and Economic Investment .



Economic Development Strategy, Activation & Programming

The Future of Stephen Avenue

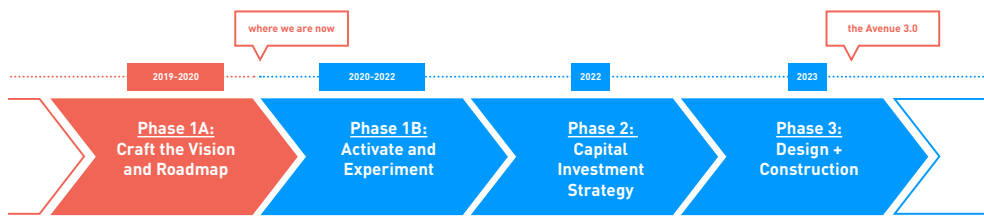
From vacancy to vibrancy

Downtown Calgary's Stephen Avenue is an iconic street that plays a vital role in the life of downtown office workers, residents, local visitors and tourists. But like the rest of Downtown, the Avenue has recently come to lose some of its vibrancy, as it is challenged with a changing workforce, deteriorating streetscape conditions, and more retail and hospitality vacancies. In 2019, the City of Calgary engaged Gehl to lead a comprehensive planning and reinvestment strategy for the Avenue.

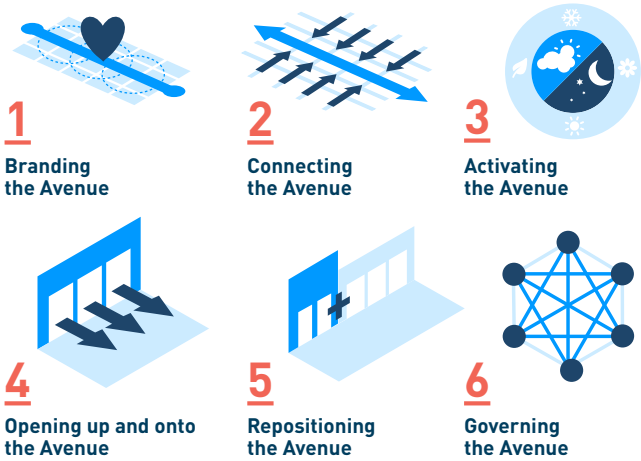
The multi-disciplinary team combined local and global expertise to provide an economic analysis that highlights potential value creation opportunities for investment in the public realm. The analysis looked at infrastructure and existing buildings

and existing governance frameworks, and identified best practices and case studies in order to provide recommendations for how to properly implement downtown district management.

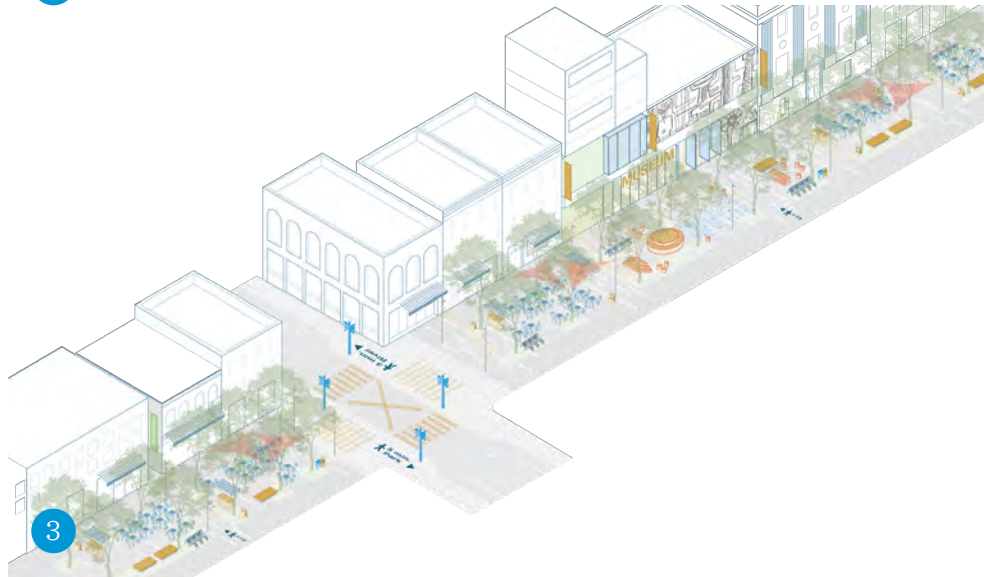
The team developed a programming and activation strategy, informed by a Public Space Public Life Study, to understand how people use the Avenue, and how they envision it in the future. The key findings revealed a need to connect the dots between the various institutions, businesses, and key assets along the Avenue. While public life is robust along the Avenue during working hours, and underperforms beyond 9-5, which leaves the street vacant, and unwelcoming.



1



2



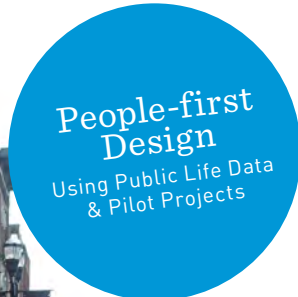
3

- 1. Project timeline
- 2. 6 Strategic Moves guide short and long term investment in the Avenue
- 3. One of the developed street redesign concepts

A comprehensive action plan

Based on a comprehensive analysis of the current conditions, the team developed a Vision tied to a set of measurable Goals and 6 Strategic Moves to prioritize short and long term investment. The Vision broke the Avenue into 3 Character Areas, each consisting of special components to further build on. The resulting street design options reflect the varying profiles of typical users of the street, and were presented to stakeholders to solicit feedback.

These various components were consolidated into a clear roadmap and Action Plan for the City of Calgary and their partnering investor, the Calgary Downtown Association. Per the recommendations from the Plan, the client has so far already carried out an Ambassador Program and an empty store front activation program. The team's recommendations are also informing a Downtown Masterplan, which includes considerations for rezoning. While Covid-19 halted the implementation process, it also expedited pieces of the vision with temporary street closures, and galvanized support for creative problem solving to the economic challenges that the pandemic exacerbated. In the Summer of 2021, the client will pilot some of the street redesign options. Once the streetscape capital investment plan is presented to the City Council, the project is slated for detail design and construction in 2023.

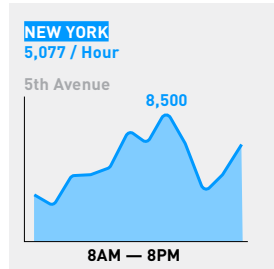
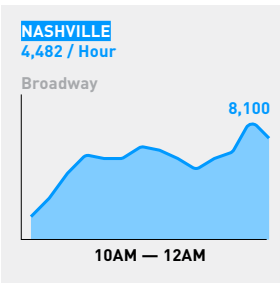


Facts

Location Nashville, TN
Client Metro Nashville Public Works
Client Contact Jeff Hammond, Assistant Director
 jeff.hammond@nashville.gov
 (615) 862-8764
Gehl Team Matthew Lister (Project Director), Maki Kawaguchi (Project Manager), Geoff Dyck, Camilla Siggaard Andersen
Year 2016 - 2017

Downtown Nashville is at a crossroads: it is experiencing rapid growth, but striving to maintain its iconic character. Gehl supported the city’s efforts to redesign the public realm along Lower Broadway to support the thriving Downtown, without losing the authenticity that draws people there.

Findings



Lower Broadway hosts a similar number of people to 5th Avenue.



Improving Public Life on Lower Broadway

Making space for public life

Downtown Nashville is experiencing tremendous residential and commercial development, but its public space is not equipped to handle the growing local population and influx of visitors. Nashville Public Works engaged Gehl to craft a plan for Lower Broadway—the hub of Downtown’s public life—to safeguard its authentic, unique character while encouraging the expansion of public life to accommodate its projected growth.

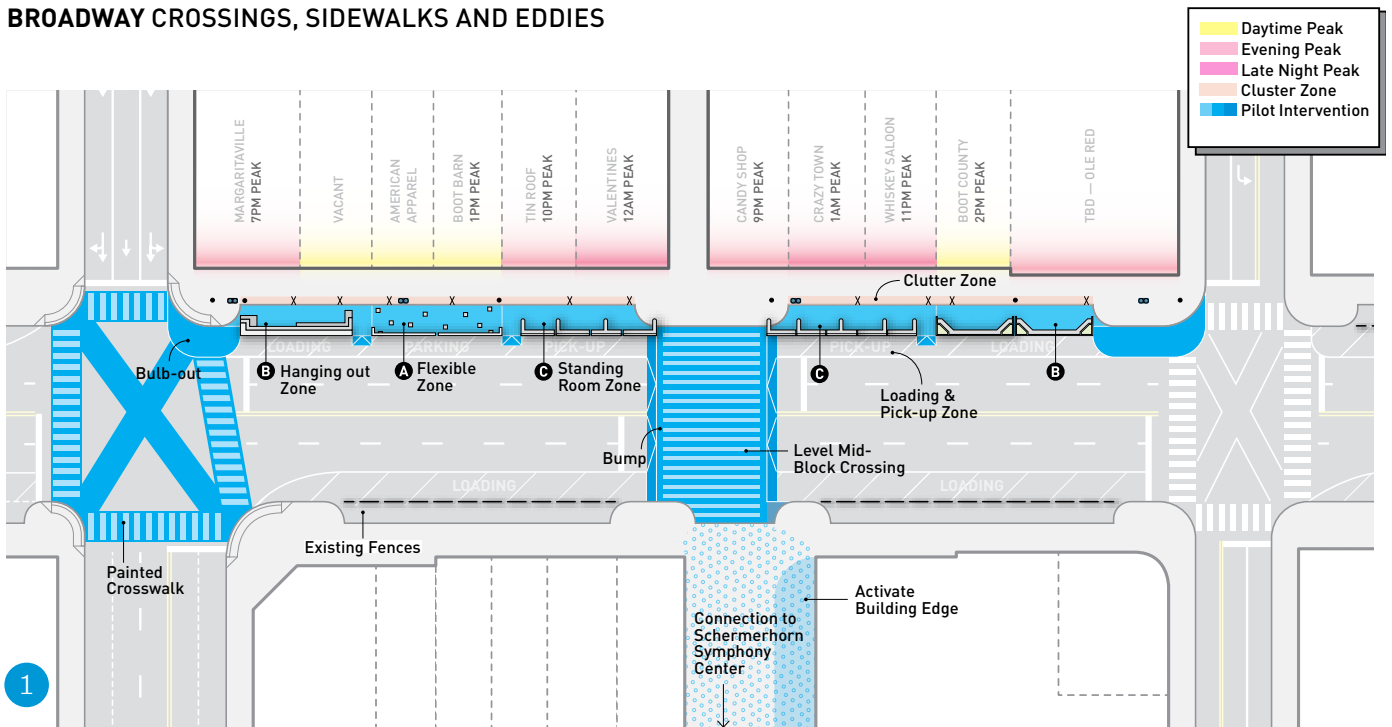
Gehl began the project by engaging community members and stakeholders in ‘Favorite Places’ exercises and a Public Space Public Life (PSPL) Survey, to develop a comprehensive understanding of what Nashvillians value most about their city, and what they desire for their public realm. These conversations and findings revealed that the street was over capacity; Lower Broadway hosts as much

activity as major streets in New York, San Francisco and Shanghai. Meanwhile, the waterfront and blocks adjacent to Lower Broadway are comparatively empty.

To create more space for residents and visitors to enjoying Downtown, the team proposed two pilot projects. The first pilot expanded the room for pedestrians on Lower Broadway by making a temporary sidewalk expansion permanent, adding bulb outs and painted crossings to improve pedestrian safety, and experimenting with several options for the barriers between the sidewalk and the street. The barriers are designed to protect and encourage people lingering outside establishments on Broadway, while allowing musicians and others access to the businesses.

The second pilot project activated 1st Avenue and the downtown waterfront with a night market. By creating an engaging public

BROADWAY CROSSINGS, SIDEWALKS AND EDDIES



event, complete with lights, music and food, the market scene offers a welcoming environment to pedestrians to alleviate crowding on the main street. The pilot included recommendations for increased seating along 1st Avenue, to invite visitors to sit and stay awhile.

Gehl is continuing to work with the city to design, implement and evaluate these two projects. The lessons learned from these short-term improvements will guide long-term investments for a people-first public realm in Nashville.

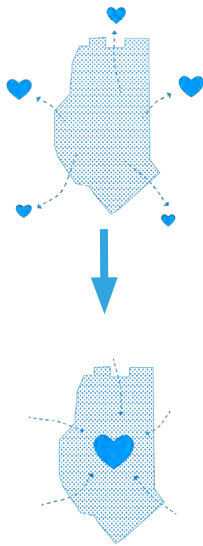
1. Streetscape pilot projects on Broadway include bulb outs, painted crossings, considering the signage displayed on the sidewalks and a variety of designs for barriers between the sidewalk and the street.
2. Currently 1st Avenue lacks services or retail to draw people to the waterfront. A night market will bring in food trucks, lighting, furniture and music will attract people from nearby 2nd Avenue and Lower Broadway to enjoy this public space gem.

Facts

Location Denver, CO
Client City of Denver
Client contact Brad Buchanan, brad.buchanan@denvergov.org 720-865 -2714
Gehl Team Jeff Risom, Matthew Lister (Project Directors), Geoff Dyck, Maki Kawaguchi, John Bela
Year 2015-2019
Read more https://issuu.com/gehlarchitects/docs/denver_principles_report_for_print

While 16th Street Mall is nationally recognized as an iconic, efficient transit mall, it is functioning as a connector, not a destination. The City of Denver asked Gehl to help re-envision 16th Street Mall as a place for the people of Denver to gather, walk or bike and spend time.

Vision



Transforming 16th street from a place to move through to the heart of the city.



Public Life Strategy with pilot projects

Reimagining Denver's 16th Street Mall

Bringing life to the heart of the city
Denver's 16th Street Mall is a mile-long main street and transit corridor in the city's historic downtown core. It has regressed into a place needing constant maintenance and repairs, with safety concerns and an under-performing retail environment.

These are symptoms of a street viewed as a moving corridor with 28,000 people passing through daily on foot, and another 55,000 on the Free Mall Shuttle, but only 1% of them stop to spend time. Since 2014, Gehl has been working for the City and County of Denver and the Downtown Denver Partnership to create an actionable solution for this street.

The City and County of Denver and the Downtown Denver Partnership (DDP) hired Gehl for an ongoing evaluation of the 'Meet in the Street' (MITS) events from

2014-2016. Gehl's evaluation of the events asked how people are using the street compared to a typical day? What activities make people want to stay longer? And who is spending time at the Mall? The findings showed that Denver's decision-makers could make their goal a reality by re-imagining the downtown experience through the MITS events.

Based on the report published by Gehl in 2015, Denver extended 'Meet in the Street' to be held over five weekends with more events which ran to 2017. Gehl assisted in running the prototyping festival and measuring the impacts of the festival on both the Mall as well as the activated cross streets of 16th Street. Today the DDP are creating public space upgrades and installations.

These initiatives propelled a



productive environmental review process that Gehl is still advising. This process will unlock over \$100 million combined between TIF (Tax incremental Financing) funding and City and RTD investments. With the pressure to utilize this once in a generation investment, the temporary projects inform an ambitious shared vision with a sense of security that the large investment will be exposed to less risk and a greater likelihood of becoming a transformative project for all of Downtown.

Engagement

Gehl mediated the competing interests of the transit operator (RTD) and other stakeholders by thoroughly investigating and creating a new narrative of everyday life on the Mall. This shared point of view was strengthened through temporary pilots promoting a common vision through shared experience.

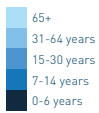
Temporary Pilots

The temporary pilots allowed the Downtown Denver Partnership to begin a program to bring more people downtown on the weekends and celebrate the Mall as a meeting place.

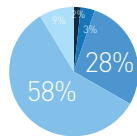
Public Life Diversity Assessment

Gehl conducted a comparative study of how people navigate and spend time on the street to document everyday potential of the street based on these special activities. In collaboration with the City and the Partnership, Gehl measured public life, surveyed general sentiment, documented mobility patterns and monitored retail sales.

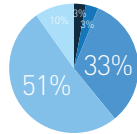
AGE DIVERSITY



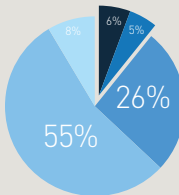
Baseline Weekdays



Baseline Sundays



MITS Sundays

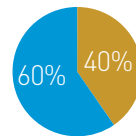


There is a larger share of **children** on **MITS Sundays** than normally

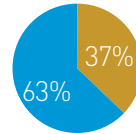
GENDER DIVERSITY



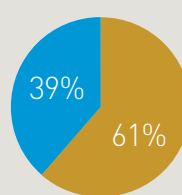
Baseline Weekdays



Baseline Sundays



MITS Sundays



There is a larger share of **women** on **MITS Sundays** than normally

Facts

Location West Hollywood, CA
Client City of West Hollywood
Client contact Garen Yolles, Planning & Development Services
 gyolles@weho.org
 (323) 848-6827
Gehl team Blaine Merker (Project Director), Sofie Kvist (Project Manager), Alex Schuknecht, Celsa Dockstader
Year 2018-2020

The Sunset Strip is a cultural destination, but does not meet its potential as a destination for people. Gehl collaborated with the City of West Hollywood to pave the way for a future Sunset Strip that is both a local main street and a world-class destination, and that fosters both special events and every day public life.

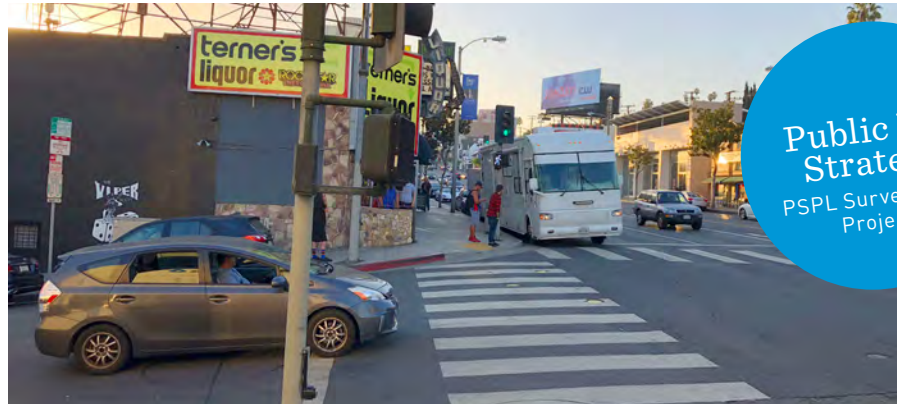
Findings



Before



After



Public Life Strategy,
 PSPL Survey & Pilot Projects



Piloting Change on the Sunset Strip

Sunset Strip is an iconic place: a locus in the canon of Americana music and entertainment. With its colorful countercultural history, it draws visitors from around the world; and yet, it is far from welcoming. The Strip is dominated by vehicles and used primarily as a regional East-West traffic corridor. Together, Gehl and the City of West Hollywood came together to re-envision the Sunset Strip as a people-centered, walkable cultural destination that hosts entertainment industry offices, tech startups, tourism, food and beverage, and retail opportunities.

Gehl led the effort to understand key challenges and opportunities for the public realm and identify implementable solutions in both

the short and long term. The team kicked off this process with a Public Space Public Life (PSPL) Survey in the Summer of 2018, to identify opportunity areas, and develop benchmarks to later measure changes against.

From the survey, the team learned that:

1. The Sunset Strip is iconic but lacks physical manifestations of its cultural history
2. The Strip offers few invitations to pedestrians
3. Traffic speed, noise, fumes, lack of shade during the day and poor lighting in the evening discourage people from walking and spending time outside the buildings
4. Active ground floors and higher



1

quality sidewalk conditions draw more public life

Piloting change

Gehl's survey findings provided the foundation to develop a series of quick-build pilot projects and a framework for change that would pave the way for a long term transformation of the Sunset Strip. These pilots—known as the Sunset Experience—set out to improve walkability and wayfinding, and increase the amount of public seating. The pilots served as a tool for communication and engagement, generating feedback from the community through online and in-person surveys.



2



Since, the City of West Hollywood has begun making parts of the public seating and intersection improvements permanent, and has developed a project road map based on Gehl's Public Realm Framework. These efforts will guide the long term transformation of the Sunset Strip and ensure it is rooted in community input.

Additionally, the client engaged Gehl to deliver a design brief for three identified gateway areas of the Strip that would inform a competitive RFQ process issued by the city in 2020. Gehl is continuing to provide support as reviewers, to ensure that the framework and vision are carried out in subsequent phases of the project.

1. The parklet pilot provided seating, shade, and planting in front of Book Soup
2. Gehl designed wayfinding, seating, and posters to reflect the iconic history of Sunset Strip's culture

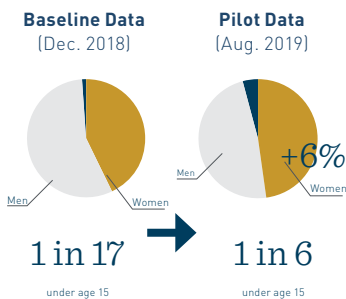
Facts

Location Santa Monica, CA
Client City of Santa Monica & Downtown Santa Monica, Inc.
Client contact Alan Loomis
 (Formerly - Urban Design at City of Santa Monica, Currently - Principal at Placeworks)
 aloomis@placeworks.com
 (213) 623-1443
Gehl team Blaine Merker (Project Director), Sofie Kvist (Project Manager), Alex Schuknecht, Olivia Flynn
Project size 23ha
Year 2018-2020
 More [here](#)

The future of retail is changing. As one of the country’s premier shopping streets, Santa Monica’s Third Street Promenade is at the forefront of this change. Through a public life study, on-street engagement and temporary activation and programming, the Gehl team helped transform the street to keep up with the evolving retail landscape.

Findings

More invitations = A greater diversity of people



After the Experiment, women and youths were more likely to stop and stay on the Promenade.



Public Life Study, Engagement, Pilot Projects & Concept Design

Santa Monica’s Promenade 3.0

Revitalizing the retail landscape

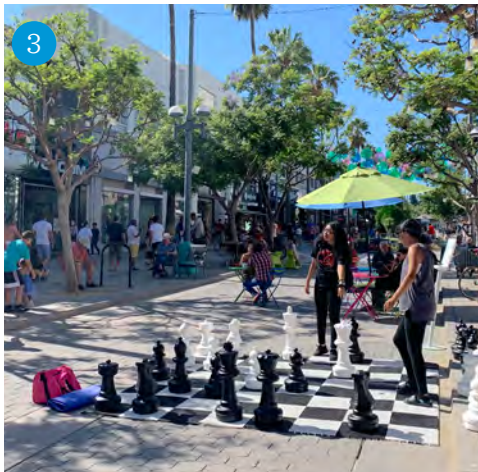
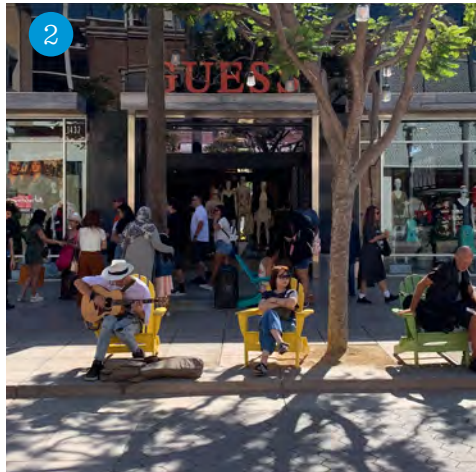
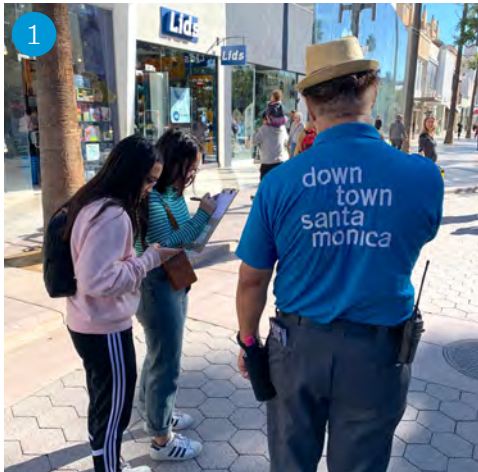
As one of the most successful pedestrianized shopping streets in the United States over the last 30 years, Santa Monica’s Third Street Promenade has been subject to the global challenges facing the retail landscape. In 2018, the City of Santa Monica and Downtown Santa Monica, Inc. (DTSM) initiated “Promenade 3.0,” an effort to develop a comprehensive place-making framework for the street centered around infrastructure improvements, innovative tenanting, and active public space management.

The City of Santa Monica and DTSM engaged Gehl and RIOS to guide the redesign of the Promenade, in addition to facilitating public engagement, testing ideas, and creating a concept

for permanent redevelopment.

Gehl began with a Public Space Public Life (PSPL) benchmark survey that served as the project’s foundation, followed by a complete infrastructure survey. The PSPL survey revealed that while foot traffic on the Promenade was high, invitations to spend time were limited, especially after shops closed. When asked about the Promenade, visitors expressed a desire for more diverse food offerings, activities for children and families, and more events, while also stating that they loved the street atmosphere.

The team collaborated with the client to craft a vision and goals for Promenade 3.0 based on the surveys, and formulated a series of hypotheses for which improvements would lead to these desired outcomes.



The Experiment

To test how visitors to the Promenade would respond to new and different invitations to play, spend time and interact with one another, the team developed a series of pilot projects. Known as “The Experiment,” this programming ran for 2 months and provided insights into what interventions would encourage larger and more diverse crowds to spend time along the street. Before the Experiment, only around 1% of visitors would stop to spend time along the Promenade; during the Experiment this increased to nearly 10%.

Taking the surveys and lessons learned from the pilot projects into account, the team created a concept design for the permanent redesign of the Promenade. The concept design was approved by the City Council in late 2019.

Most recently, DTSM began work on the laneway transformation plan based on Gehl’s recommendations. The vision and design for Promenade 3.0, and the continuation of this work, support the on-going efforts to bring 3rd Street to the forefront again, as a thriving and adaptive retail environment.

1. DTSM Street Ambassadors surveyed over 500 people along the Promenade.
2. Temporary seating and planters offered quiet respite from the bustling shopping street
3. Playful installations, such as a see-saw and life-sized chess board, created opportunities for all ages to have fun
4. Rendering for the vision behind Promenade 3.0, [Image Credit: RIOS]

Facts

Location San Francisco, CA

Client San Francisco Planning Department

Client contact Neil Hrushowy
Neil.Hrushowy@vancouver.ca
(604) 829-9622

Gehl team John Bela (Project Director),
Blaine Merker (Project Manager), Mayra
Madriz, Anna Muessig

Year 2017-2018

Size 17 acres

San Francisco's Civic Center was not meeting its potential as a civic, symbolic and ceremonial center of the City. Through a Public Realm Framework Plan, the team designed upgrades that would provide a comforting and inviting public space for people to easily access services and amenities.

Vision



The original pedestrian experience in Civic Center is defined by long, inactive façades with few openings and very little transparency. The Public Realm Vision considers Identity, among other values, as key to creating a vibrant Civic Center.



Civic Center Public Realm & Landscape

Public Space and Public Life in Civic Center

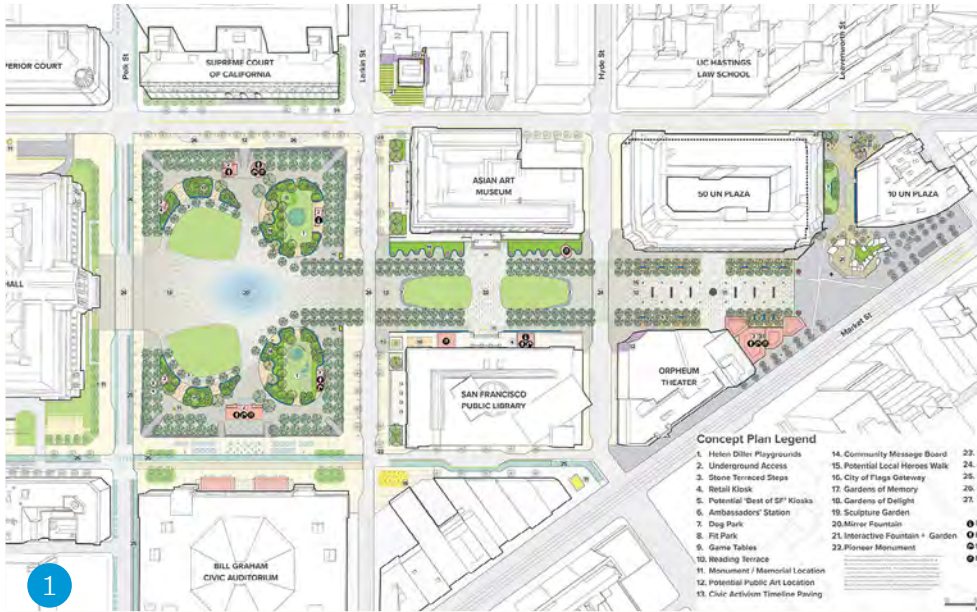
San Francisco's Civic Center's grand architecture and ceremonial public spaces were designed to inspire awe and serve as ceremonial gathering spaces, but do not meet the needs of people who live or work nearby. The re-design and re-imagining of San Francisco's Civic Center public realm provided a once in a generation opportunity to overhaul an important civic and public space for the 21st century.

To inform the Civic Center Public Realm Plan, Gehl organized over 100 volunteers to conduct a Public Space Public Life Survey of Civic Center and the surrounding area. With the varying day-to-day activity within Civic Center, the team selected days

that represented different common activity profiles and supplemented these counts with two spot-counts to capture specific conditions. The findings revealed key strengths and weaknesses of the built environment, and captured activity patterns to understand how the space is currently being used.

Framework for Public Life

The multi-disciplinary project team, led by CMG Landscape Architecture, collaborated to identify twelve key public space and public life findings which informed a Framework for Public Life and Evaluation Matrix. The Framework includes five visions for public life and seven Big Moves (tactical and strategic spatial interventions), as well as recommendations for programming



and stewardship.

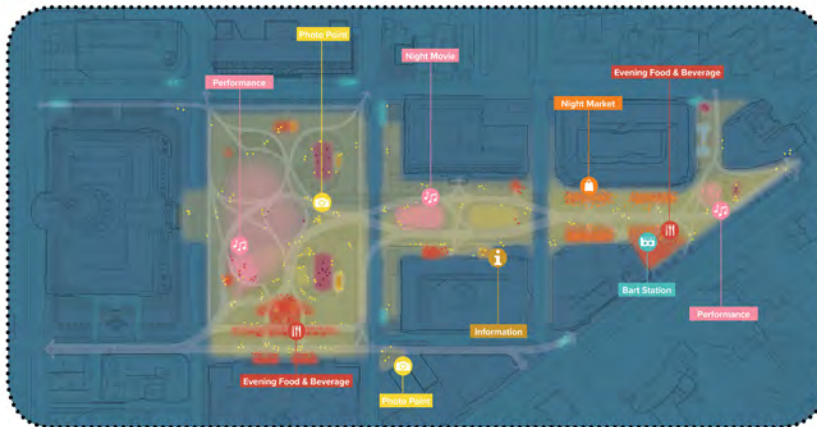
Progress towards the vision for public life was measured by a custom evaluation matrix. This tool identifies targeted public life outcomes for each space and specific user groups. It can be used to evaluate progress toward desired life outcomes for both short term, temporary interventions (such as those initiated by the Civic Center Commons project) and for evaluating design proposals.

Concept Design

Gehl, together with CMG Landscape Architecture and Kennerly Architecture, then led a year long concept design and community engagement process. The concept plan fulfills the ambitions of the original 1912 Beaux-Arts plan: cohesion across the Civic Center Landmark District with ceremonial spaces that commemorate civic history with capacity for large demonstrations and celebrations. At the same time, it adds intimate spaces that create daily destinations and offer diverse experiences and amenities for local residents. Public space principles were developed with stakeholders throughout the plan and will serve as touchstones for the further development of the design, implementation, and management of the project as it evolves.



Weekday - Lunch Hour 12:00pm



Weekend - Nightlife 9:00pm

Stationary Activity

- Eating/Drinking
- Waiting for Transit
- Accompanied by Pets
- Passive - Sitting/Standing
- Exercise/Play/Recreation
- Commerce
- Political/Religious Advocacy
- Cultural/Performance
- Civic Work

1. Civic Center Concept Design
 2. Daily Life at Civic Center. Civic Center's public realm will be a flexible place that welcomes daily life, with diverse activities over the course of the day and evening, weekdays and weekends.
 [Image Credits: CMG Landscape Architecture]

Facts

Location Salt Lake City, UT
Client Salt Lake City DOT
Client contact Tom Millar
 Transportation Planner
 tom.millar@slcgov.com
 810-535-6134

Gehl Team Maki Kawaguchi (Project Director), Lily Wubeshet (Project Manager), Sofie Kvist

Year 2020

Gehl, in partnership with Fehr & Peers, developed the Salt Lake City Complete Street and Intersection Guide to create a more inclusive, comprehensive multi-modal transportation network and unified strategy for SLC that addresses today's mobility challenges and expands access to a vibrant public realm.

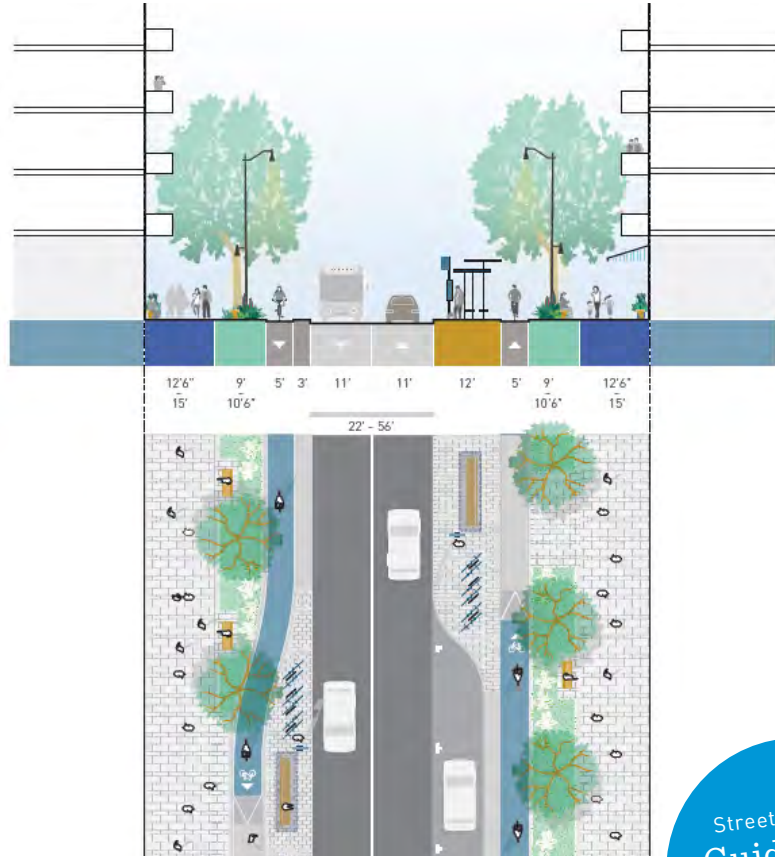
Vision



While bike lanes are present, streets in SLC prioritize vehicular transport, overlooking safety and accessibility.



The Complete Streets guide crafts street typologies that offer safe and accessible multi-modal streetscape options.



Salt Lake City Streets Guideline

Defining a vision for the city's streets

Salt Lake City is historically known for having some of the widest streets, maxing out at 132 feet. Tailored to the needs of the original settlers, today they pose challenges for today's and tomorrow's vision for Salt Lake City.

Gehl, in collaboration with Fehr & Peers helped develop a vision for the streets, which will ultimately inform Salt Lake City's upcoming Complete Street and Intersection Guide. Together, the team developed a set of street and intersection typologies to serve as a guide for clarifying the purposes and improving the design of the City's streets, based on land use context, citywide goals and plans, and transportation needs. Fehr & Peers, with a strong local presence and a

deep knowledge of the city, lead an initial in-depth analysis of all existing and planned streets, and determined modal priorities for every street in the network and 15 'Street Typologies,' around which future guidelines will be developed.

Each typology defines how the specific street type should prioritize five key components: person mobility, greening, placemaking, curbside uses, and vehicle mobility. These typologies were assigned to each of nearly 8,400 street segments across the City.

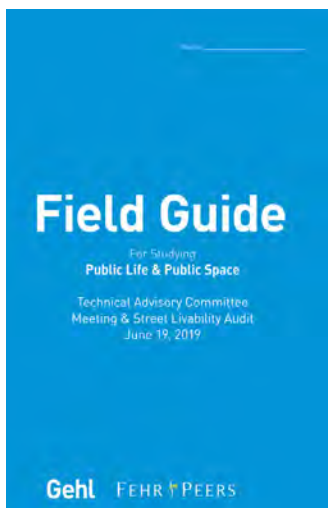
Based on that initial study and categorization of streets and associated design criteria, Gehl developed typological street cross sections and plans that defined a vision for each street typology. This



1

work was conducted through a holistic approach to improving streetlife and sustainable mobility within the right of way.

The team also conducted workshops and interviews with numerous city departments. These multidisciplinary exercises brought together a wide variety of internal and external stakeholders (including local agency staff) to understand and discuss the City’s vision and goals for streets that serve a variety of functions, while building a better understanding of the unique challenges and constraints that each department faces in how it uses, maintains, designs, or regulates different aspects of the right of way.



2

1. Kick-off walkshop with stakeholder
2. Field Guide for Studying Public Life & Space used to assess Downtown SLC for determining Street Typologies.





Rosemary Square
West Palm Beach, FL



Strategy & Implementation Plan

/ Project Approach

A statement of the design firm's technical approach to work, including philosophy for a team-based project approach:

At Gehl we are aware that a diverse array of outcomes could come through the Downtown Virginia Street Placemaking Study. Our approach is flexible and adaptable, allowing us to build a team of Gehl experts – whether it be in public space analysis, street design, or engagement – who can carry the work forward. As a networked organization with offices in the US and Europe, we will leverage our complementary skills to engage diverse and hard-to-reach communities, analyze public space and life, conduct technical analysis and designs, develop strategies and plans, and create tactics to support an overarching vision that leads to equitable, economically resilient places.



1. Meet at Eye Level

We aim to understand the context, challenges and opportunities presented in a place by creating a shared vocabulary. Either through walking tours, orientation meetings, scoping or identifying indicators for success, we want to frame the projects together.



2. Learn What You Care About

Surveys, on site interviews, workshops, citizen engagement and observational analysis of public spaces are conducted to gather knowledge on what matters most. This exploration forms the basis for our people first approach.



3. Design for Everyday Life

We always take a big picture perspective in order to create a holistic vision and set of recommendations. We create designs that put people at the center of all planning and development efforts.



5. Share & Scale-up Impact

The project process finishes with capacity building, a new way of working, and often a set of guidelines or new policies. People are empowered to bring about change and to share the story of the project process.



4. Apply People-first Design

We employ a series of early interventions throughout a project's life, to evaluate success and inform final implementation. This results in quick wins that move a project from the planning phase to action.

Strategy and Implementation Plan

Task 1: Project Management & Project Kick-Off

As a global practice working across three offices and with experience managing and delivering numerous complex projects, the Gehl team will ensure that this effort is diligently and attentively managed through regular and clear communication with the client team. From the project outset, Gehl will lead the effort to establish protocols for client and internal team coordination and communication to ensure that each party is accountable and available when needed to respond to the project's needs.

Experienced project manager, Sofie Kvist, will serve as the main point of contact for the client. Upon the start of the project, Ms. Kvist will establish a detailed work plan and project schedule in close collaboration with the client project manager and team. During bi-weekly project team meetings, Ms. Kvist will report general project status to the client team and assess whether the project is on target as prescribed or what adjustments may be necessary.

Deliverables

- Detailed project scope and timeline, including project milestones
- Review of background materials
- Kickoff and set up of:
 - Bi-weekly project team check-in calls and follow up memos outlining items discussed and agreed upon
 - Monthly budget updates and invoices
- Participation in monthly project status briefings with Core Client Team, Cross-departmental Representatives, and Council and Mayoral Briefings as needed
- Supporting materials for Core Client Team, Cross departmental Representatives, and Council and Mayoral Briefings
- Deliverable templates

Task 2: Information Gathering & Analysis - Public Life & Health Check

An on-site project kick-off meeting will bring the client and consultant team together (Trip 1). During this meeting, we will finalize the project work plan, submitted to the client as a draft prior to the trip. We will conduct a power mapping exercise to determine the strongest path forward for project engagement and we will discuss engagement tactics and roles to be implemented throughout. Following the kick off trip, the Gehl team will provide the client with a finalized work plan and a draft engagement plan for review. The Gehl team will rely on the expertise and context specific knowledge of the local team to inform the engagement plan and ensure it is regionally rooted.

Prior to the kick off meeting, the Gehl team will review the provided background documents, and commence review and analysis of existing city data relevant to the project. In addition, the Gehl team will draft a data collection plan that will guide the existing conditions and data analysis and determine tactics for filling in data gaps that will be needed to inform the project narrative, street design, and programming concept alternatives.

While on the ground for the kick-off meeting, the Gehl team will assess the quality of the built environment, observing the use and user patterns of the Virginia Street public realm and its adjacent areas of influence. The Gehl team will deploy our in-house Public Space Public Life tools and methods, including use of the Gehl Public Life App, a digital field-survey tool. The public space survey may include, but not be exclusive to: an inventory of street furnishings; mapping of RoW widths and intersections; intersection signal and walk timing; ADA compliance; mapping of building heights, program and vacancies; assessment of facade quality and amenity offerings. The public life survey may include, but not be

exclusive to: observational counts of movement patterns – by mode (eg. by foot, bike, micro mobility or other wheeled devices) as well as perceived age and gender – of people moving along, across and adjacent to Virginia Street; pedestrian intersection experience; and observational counts of stationary activity patterns to understand what people do when they stop and linger, where, who is there (and with that, who is not there), and when.

Following project kick off and development of the detailed work and engagement plan, Gehl will continue desktop review and analysis. To fully understand the role of Virginia Street as a main street and key public space in Downtown Reno, our analysis will look beyond the street itself, and include adjacent areas of influence, in order to gain a broader understanding of the role of Virginia Street in Downtown Reno's economic development, amenity offering, mobility patterns and public realm network. To accomplish this, Gehl will combine our Public Space Public Life data with other sources of public life and public space data collected by the City of Reno or other parties (pedestrian, bike and vehicular data; event and programming data from Downtown Reno Partnership and other local agencies; in addition to land-use and development data, parking data, sales stubs data from local businesses, tourism numbers and others), to create a complete picture of Virginia Street today and throughout different times of the year. Data analysis may include use of third party data and requests for data from local agencies. Gehl will assess the need for including third party data, including use of Replica Trip and Demographic data, Google Air Quality, and Price Diversity data.

To complement the observational data collection, Gehl will develop a questionnaire survey to solicit response-based data from local residents, property and business owners, visitors, students, cultural and educational institutions, city agencies, and other local agencies (see Task 4: Stakeholder Engagement and Public Involvement, for additional information). We believe that this is a critical component of the data collection, as this will allow us to gain insight into use patterns beyond what we can observe, both current and desired. We recommend that the questionnaire

survey is distributed online, to reach a broad audience and response base that reflects the population of Reno.

Gehl will analyze the collected data and develop a graphically compelling and succinct Virginia Street Public Space Public Life Health Check report, documenting the public space and public life profile of Virginia Street. This Health Check, alongside stakeholder and public engagement, will inform the street design and programming alternatives for the downtown area and provide a strong foundation for developing an actionable vision and roadmap towards the successful implementation of the Future Virginia Street.

Deliverables

- Review of existing maps, documents, and data
- Online survey development
- Draft existing conditions and data analysis 'Public Life Public Space Health Check Report' and illustrated presentation material

Task 3: Visioning & Alternative Concept Development

To define a project vision and goals rooted in the local community's needs and desires, Gehl will return to Reno to host a 1-day vision event series accompanied by the client team (Trip 2 - see Task 4 for description). This, alongside the questionnaire survey, which will be launched online prior to the vision events will set the tone for what we collectively envision for The Future of Virginia Street. (See Task 4 for description.)

Based on the site understanding gained during Task 2 – combined with the input provided by stakeholders and the general public – the Gehl team will develop a draft Project Vision Statement and a series of related Project Goals. These goals will flesh out the Vision Statement in greater detail and allow us to begin tying short and long term actions to each goal and

／ Strategy and Implementation Plan

in tandem, tie each of goal to a set of measurable metrics and methods that can be used to both evaluate and prioritize these actions, and measure their impact once they have been taken.

To showcase potential short and long term actions and their impact, the Gehl team will take advantage of the broader Gehl teams' collective brain, employing their expert know-how and understanding of local and global best practices. In doing so, we will use best practice examples from comparable and aspirational streets and downtowns around the globe. Gehl will use the Gehl Public Space Public Life database to provide comparisons for benchmarking and to showcase impact of change with data collected by Gehl across more than 200 cities worldwide where the Gehl team has worked over the last +25 years.

This combined project approach will inform development of up to three high-level Street Design and Programming Concept Alternatives, supported by a narrative that explains the pros and cons of each concept, its intended impact, and how it relates back to the project vision. The Gehl team will present this during their third trip (Trip 3), to solicit feedback from stakeholders and the general public. Prior to Trip 3, the concept alternatives will be presented to and vetted by the client team and other key city agencies stakeholders during a bi-weekly meeting. Adjustments to reflect any requests for change will be conducted prior to any engagement.

The feedback on the Street Design and Programming Concept Alternatives will establish a prioritized list of short and long term actions in the form of an evaluation matrix informed by previous engagement, and help determine a preferred design and programming alternative for the Future of Virginia Street. The preferred alternative will be illustrated using diagrams, sections and corresponding plan views, precedent imagery, a design and programming narrative, and visualizations, compiled into one final deliverable (see Task 5). Short and long term actions will include a variety of action options, including (but not limited to) design moves (both temporary and permanent), governance and operational changes, branding, programming and events, local artists

and business involvement, real estate repositioning, and zoning and bylaw revisions that may impact the change process.

Deliverables

- Best practice examples of street design, management & programming
- 2-3 street concept section alternatives and corresponding plan views and narrative
- 1 preferred concept section alternative and corresponding plan views and narrative
 - 1 area overview concept plan
 - 2-3 concept visualizations

Task 4: Stakeholder Engagement & Public Involvement

To understand the local stakeholder landscape, the Gehl team will facilitate an exercise with the client team during the project kick-off trip (Trip 1). This will inform our engagement plan and determine whether or not there is a need to adapt the work plan to align with the desired engagement.

The Gehl team proposes that both stakeholders and the general public are invited to participate in a one day vision exercise to be held in Reno at a location advised by the client; however, Gehl recommends this event take place on/along Virginia Street, in order to establish a clear link between the vision exercises and the current conditions of the street (Trip 2). During this period, we propose that part of the event is held to solicit feedback specifically from local stakeholders and stakeholder groups (including, but not limited to, business and property owners, local organisations and advocacy groups, educational and cultural institutions, and city agencies and services). This engagement with local bodies will ensure that key stakeholder group input is solicited separately from the general public. Then, in the late afternoon/early evening, we will open up the doors and invite the general public to participate in the visioning

exercises. The event will be publicized through local networks and partners and via social media.

Prior to this trip, the Gehl team will develop an online questionnaire survey to be distributed by the client through contact lists, media, and social media (referred to in Task 2). The intent of the online questionnaire is to solicit information across all stakeholders and the general public. This survey will help to understand peoples' relationship to Virginia Street today; the current use and user-patterns by relation and by different demographic groups; and what people love about the street, what they find is missing, and what they would like to see in the future. The Gehl team will use this data to prepare visioning exercise materials that are rooted in previously identified gaps and desires. The specific exercises will be shaped by the Public Life Public Space Health Check, the online questionnaire survey and might include, but not be exclusive to, the following exercises:

- Favorite Places and Images
- Postcards From the Future
- My Role in the Change Process Could Be...

Favorite Places / Favorite Images

Gehl's Favorite Places / Favorite Images workshop format taps into the existing life in a neighborhood or district. By asking community members "what's your favorite place, and why?" the features of well-functioning public spaces in the community and surrounding areas come to light. Along with Gehl's urban quality criteria, informed by over 40 years of work in the public realm, we layer in what is important to community members and what design elements reflect local character. These findings are key inputs into creating place-specific quality criteria that we use to develop an overarching vision and goals and principles for the neighborhood.

Postcards From the Future

This exercise is designed to evoke ideas about what kind of place participants envision for a given location in the future, whether a street, park, plaza, neighborhood, district or city. The exercise helps provide an understanding of what people picture, and

what the most important components of place are for them. The Gehl team will synthesize the findings and extract key words to help inform and qualify the project vision and goals as seen through the eyes of the broader community.

My Role in the Change Process Could Be...

This exercise will ask people questions about how they could see themselves partaking in making the Future of Virginia Street successful. It is not intended to ask people to commit to a specific task or role, but rather to get people thinking about this as a collective effort that will only come to fruition if supported by many players. It is designed as a simple survey that provides a list of options for involvement alongside the option for a write in response. Predefined responses include items like, 'I would take lead on...'; 'I would be willing to help raise funding'; 'I would pay for...'; 'I would be interested in being a volunteer at events'; 'I would be interested in being an on-site survey volunteer'; 'I can see myself supporting maintenance'; and so forth.

This exercise will ask people questions about how they could see themselves partaking in making the Future of Virginia Street successful. It is not intended to ask people to commit to a specific task or role, but rather to get people thinking about this as a collective effort that will only come to fruition if supported by many players. It is designed as a simple survey that provides a list of options for involvement alongside the option for a write in response. Predefined responses include items like, 'I would take lead on...'; 'I would be willing to help raise funding'; 'I would pay for...'; 'I would be interested in being a volunteer at events'; 'I would be interested in being an on-site survey volunteer'; 'I can see myself supporting maintenance'; and so forth.

The Gehl team will rely on the client team, as the local experts on ground, to assist with organizing events, booking of event space, and inviting participants. The Gehl team will provide high-level summary-memos of the engagement events, and outcomes will be included in the Final Report 'The Future of Virginia Street'.

／ Strategy and Implementation Plan

Upon client review, Gehl will return to Reno (Trip 3) and facilitate an evaluation and selection process to reach the preferred concept alternative. Three high-level Street Design and Programming Concept Alternatives will be presented, supported by a narrative that explains the pros and cons of each of one, their intended impact, and how they relate to the project vision. An evaluation matrix, outlining the pros and cons of each alternative, will serve as a prioritization framework to reach a preferred alternative, and to prioritize among all the presented short and long term actions tied to the concept alternatives. The preferred alternative may be informed by components represented across all three alternatives. Prior to this trip, the alternatives will be presented to and vetted by the client team and other key city agencies decision makers during a bi-weekly meeting. Adjustments to reflect any requests for change will be conducted prior to any engagement.

The Gehl team recognizes that there may be specific stakeholders that require separate sessions. In the event that this is needed and does not align with any of the three planned trips, these meetings will be hosted online. The Gehl team has great experience with online meeting and engagement facilitation.

Adapting to COVID-19

During COVID-19, we have made the necessary changes to be able to run all outreach and engagement efforts in digital format if necessary, without compromising the integrity and the quality of the service. We expanded our digital survey methods, **developed websites to collect public feedback**, optimized Social Media to engage in community conversations, and **used video and recording tools** in place of in-person dialogues. We are well equipped to address communication challenges related to social distancing, and are prepared to maximize public participation using digital resources.

Deliverables

- Power Mapping & Engagement Plan
- Stakeholder database, listing the contact information of all those we have invited to engagements
- Two key touchpoints with stakeholders and general public

- Up to four online meetings with local stakeholders
- High-level engagement summary memos

Task 5: Implementation & Financing Plan

At this stage of the project, the Gehl team will have a complete draft deliverable of the Public Life Public Space Health Check, the Project Vision and Goals, up to three Street Design and Programming Alternatives and related narratives, the Preferred Alternative and related narratives, prioritized Short and Long Term Actions and Evaluation Matrix. These deliverables, alongside a Project Delivery Roadmap, will serve as the Final Report: 'The Future of Virginia Street'.

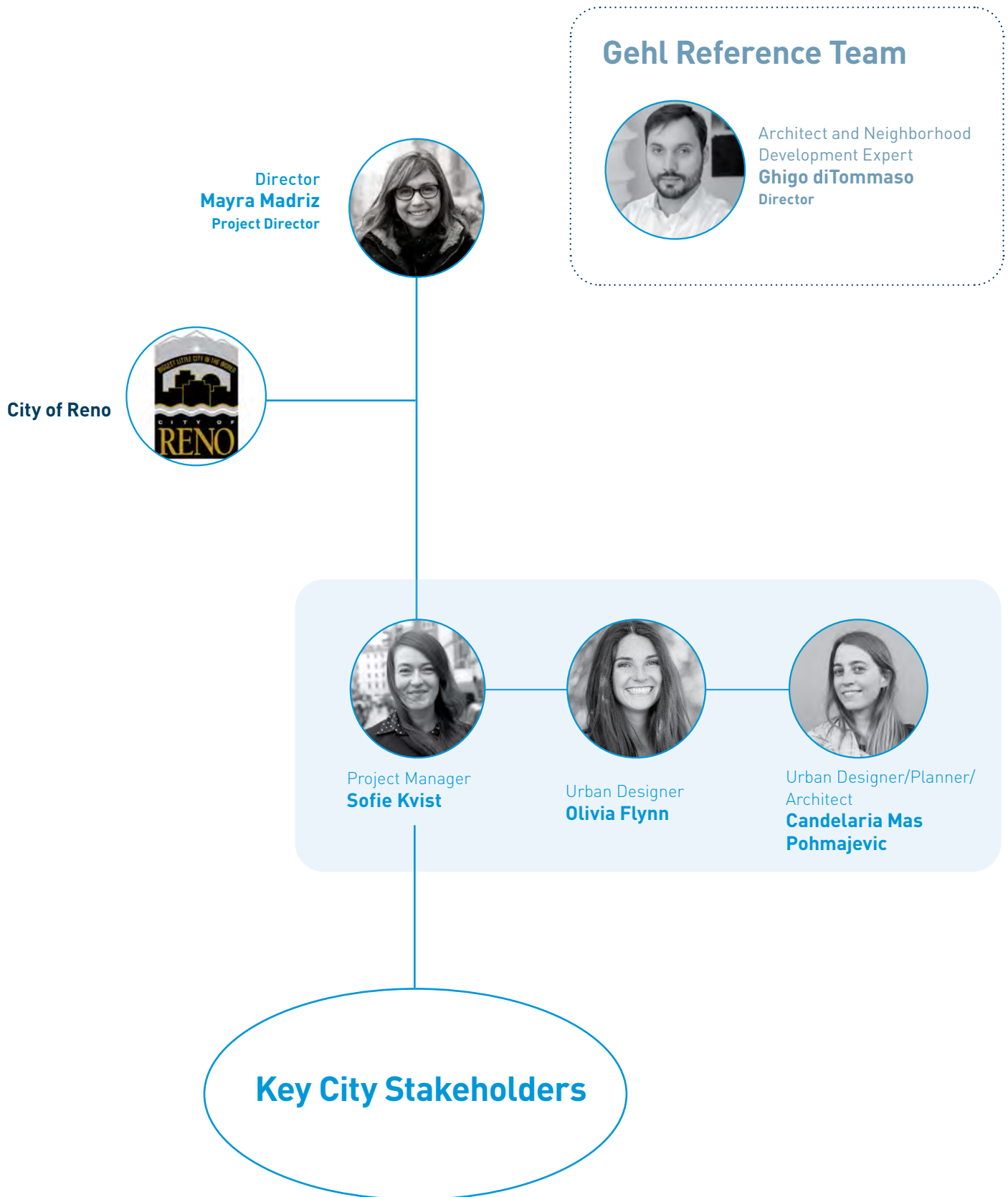
The Project Delivery Roadmap will include a high-level cost estimate of any physical street changes, based on comparable projects and adjusted to state labor and material costs. It will list steps towards successful implementation and change in a process overview diagram with itemized tasks listed. This will serve as a base for project continuation, but not as a conclusive list, and will include funding opportunities discovered in Task 2-4 of the project.

The Gehl Team will provide the client team with a final complete draft deliverable for review, and revise based on client input to complete the Final Report. Upon completion of the Final Report, Gehl project Manager Sofie Kvist, or Gehl project Director Mayra Madriz, can be available to present to council, remote or in-person, upon request.

Deliverables

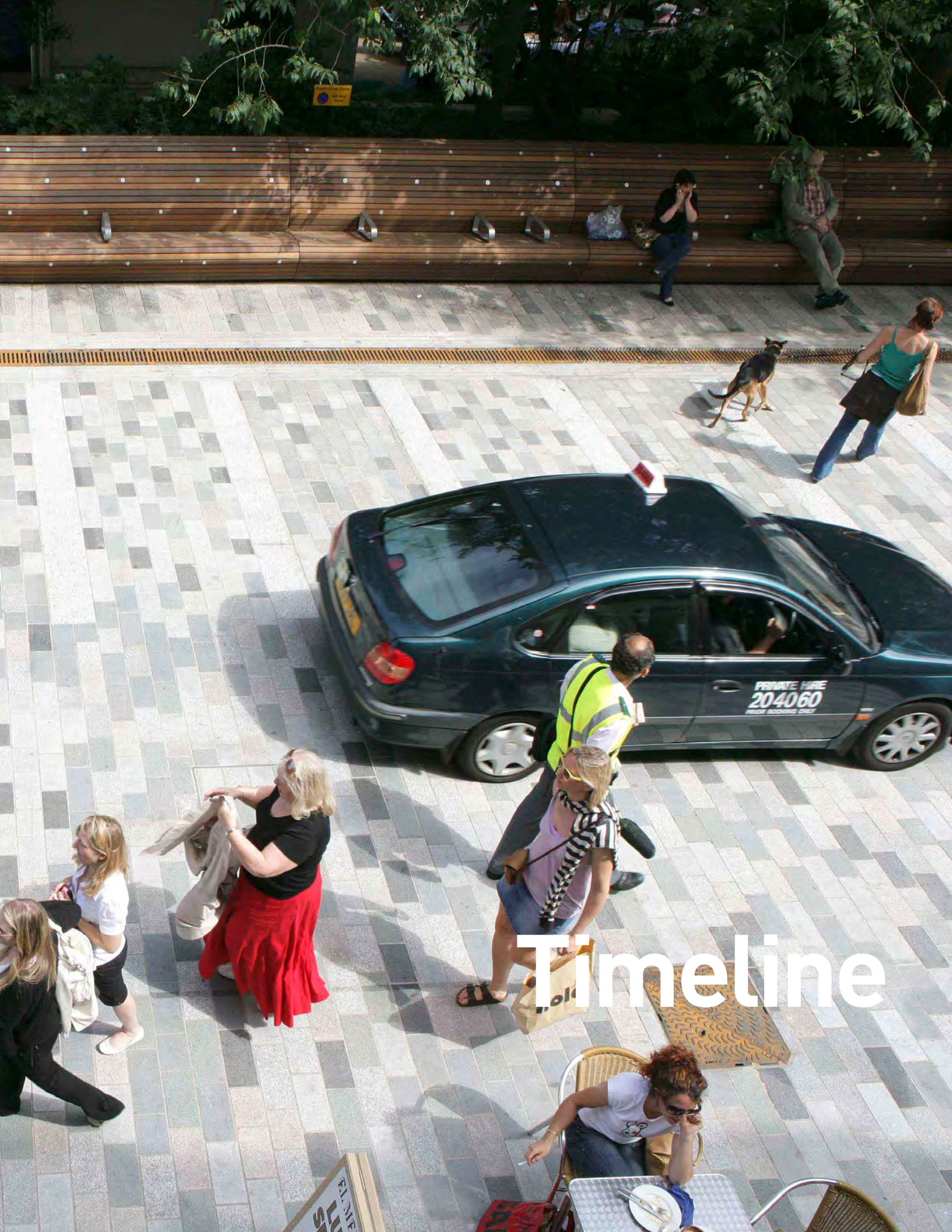
- Evaluation Matrix, with prioritized overview of short term and long term actions
- Draft 'Street Programming and Design Recommendations Report' (electronic copy)
- Project Delivery Roadmap
- Final Report 'Public Life Public Space Insights and Street Programming and Design Recommendations' (electronic copy + 10 hard copy)

Organization & Staffing Plan



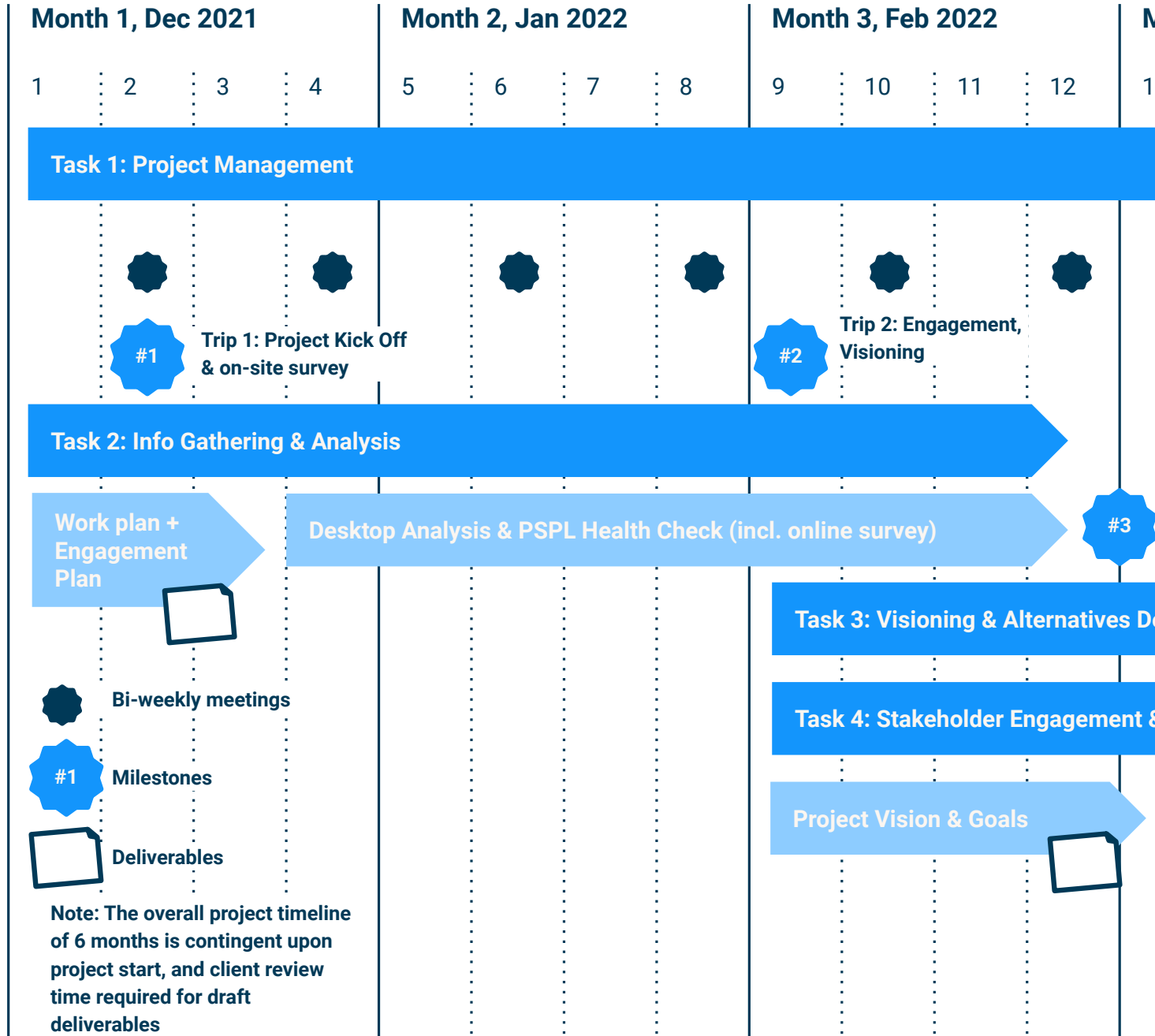


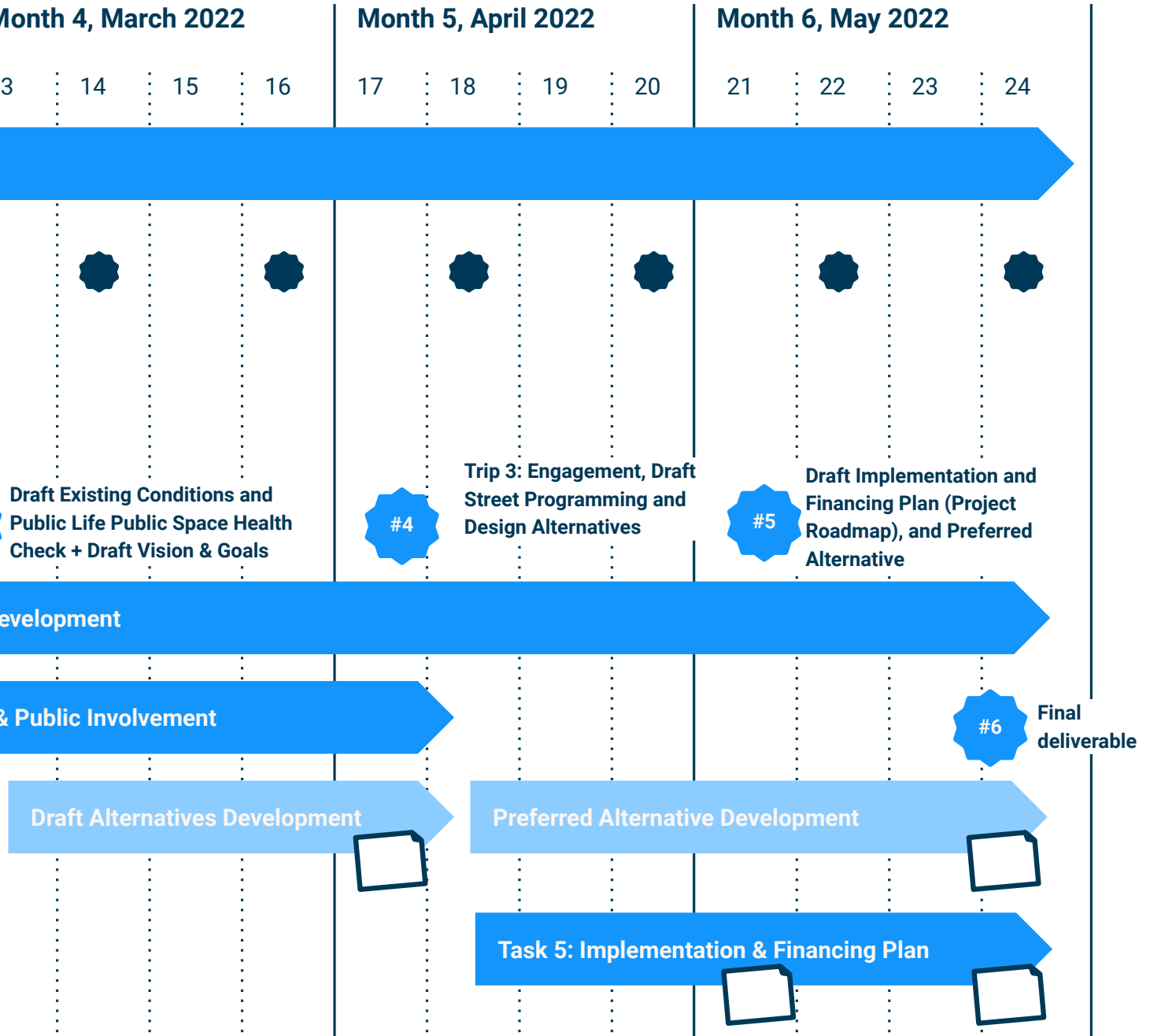
New Road in Brighton, UK, Gehl



Timeline

Project Timeline







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JOHN NALLE COMPANY
Real Estate Advisors
(310) 990-7124
johnnallecompany.com



SUNSATIONS
TRAVEL 'N TIME

HUMMUS BAR EX
Authentic Mediterranean Cuisine

1331

SUNGLASSES
LUGGAGE
TISSOT
SAMSONITE
Dior
OLIVER PEOPLES
DM
ALDO

Santa Monica Pilot
Activation, Gehl



Project References & Fee Proposal

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ORION
Beauty & Spa

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my
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Shows the from
have to play a

／ Project References

Neil Hrushowy, Manager City Design Group

Contact: Neil.Hrushowy@vancouver.ca; (604) 829-9622

Project: San Francisco Civic Center Public Realm & Landscape

Client: San Francisco Planning Department

Services: Public Space Public Life Survey & Public Realm Framework

Project Dates: 2018-2019

Gehl Project Team: John Bela (Project Director), Blaine Merker (Project Manager), Anna Muessig

Project Cost: \$300,000

Thomas Daley

Contact: thomas.daley@vancouver.ca; (604) 871-6270

Project: Vancouver PSPL

Client: City of Vancouver

Services: Public Space Public Life Survey & 30 Year Strategic Plan

Project Dates: 2017-2018

Gehl Project Team: John Bela (Project Director), Sofie Kvist (Project Manager), Celsa Dockstader, Tyler Jones

Project Cost: \$375,000

Kim Walesh, Deputy City Manager

Contact: kim.walesh@sanjoseca.gov; (408) 535-8177

Project: San Jose City Life Project

Client: The Knight Foundation and The City of San José

Services: Urban Strategy

Project Dates: 2017-2018

Gehl Project Team: Blaine Merker (Project Director), Mayra Madriz (Project Manager)

Project Cost: \$270,000

Brad Buchanan, Executive Director

Contact: brad.buchanan@denvergov.org
(720) 865-2714

Project: Reimagining Denver's 16th Street Mall

Client: City of Denver

Services: Public Life Strategy & Pilot Projects

Project Dates: 2015-2019

Gehl Project Team: Jeff Risom, Matthew Lister (Project Directors), Geoff Dyck, Maki Kawaguchi, John Bela, Olivia Flynn

Project Cost: Multi-phase project, with fees ranging from \$50,000 - \$200,000

Garen Yolles, Planning & Development Services

Contact: gyolles@weho.org; (323) 848-6827

Project: Piloting Change on the Sunset Strip

Client: City of West Hollywood

Services: Public Life Strategy, PSPL Survey & Pilot Projects

Project Dates: 2018-20120

Gehl Project Team: Blaine Merker (Project Director), Sofie Kvist (Project Manager), Alex Schuknecht, Celsa Dockstader

Project Cost: \$355,000 (including implementation of pilots)

Fee Proposal

Gehl compensation is calculated by the anticipated level of effort to accomplish the scope of work described above.

Base Fees

	GEHL
1. Project Management & Project Kick-Off	\$15,000
2. Information Gathering & Analysis - 'Public Life Public Space Health Check'	\$44,000
3. Visioning & Alternatives Development	\$54,000
4. Stakeholder Engagement & Public Involvement	\$17,000
5. Implementation & Financing Plan	\$15,000
	<hr/> \$145,000

Expenses

Reimbursable expenses include travel costs, printing and event supplies.

Travel costs (3 trips) and per diem are estimated using GSA rates and are estimated at: \$5,000

Total: \$150,000

Additional Services

Gehl's hourly rates for additional services are listed below:

Apprentice	\$75
Urban Designer/Planner	\$165
Senior Urban Designer/Planner	\$205
Project Manager	\$230
Associate	\$255
Expert Reference	\$255
Director	\$345

Response Files

- **Submitter's Status**
- **Exceptions**
- **Disclosure of Principals**
- **Certifications**

Submitter's Status

Request for Qualifications Downtown Virginia Street Urban Placemaking Study

D. SUBMITTER'S STATUS

Minority Status: Has this firm been certified as a minority, women owned or disadvantaged business enterprise by any governmental agency?

Yes

If yes, please specify government agency: _____

No

Date of certification: _____

The above is for information only. The City encourages minority business participation; however, no preferences shall be given.

Notice to disabled persons: The City will make reasonable accommodations for disabled persons who wish to submit Request for Qualifications or attend a Request for Qualifications opening by contacting Marcie Wood prior to the Request for Qualifications opening date.

Debarment and/or Suspension: As required by Executive Order 125.49, Debarment & Suspension, and implemented at 34CFR Part 85, the Submitter certifies that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from transactions with any Federal Department or Agency.

City of Reno Business License Number: _____

Expiration date: _____

Reno Municipal Code, Section 4.04.020 requires that any business operating within the City of Reno is required to possess a valid City of Reno business license. Be advised that upon award of a contract/agreement to perform services for the City of Reno, a current business license must be in your possession before commencing business.

/ Exceptions

Request for Qualifications Downtown Virginia Street Urban Placemaking Study

E. EXCEPTIONS

Does the Submitter take exception to any of the terms or conditions of this Invitation to Request for Qualifications and attachment thereto, or specifications?

Yes

No

If yes, please indicate the specific nature of the exception or clarification, in the space provided below. Attach additional sheet(s) if necessary.

Gehl has not included website development as part of this scope. In our experience, the

creation and management of a website is something that requires additional resources.

Our team has the capacity to build this in house, but given the timeframe of the project we

believe that we can develop alternative and creative ways to ensure clear, broad, and diverse

stakeholder outreach and communications.

/ Disclosure of Principals

**Request for Qualifications
Downtown Virginia Street Urban Placemaking Study**

F. DISCLOSURE OF PRINCIPALS

Please print or type:

<u>Gehl Inc.</u>	<u>T +1 (415) 636 9130</u>
Company Name <u>1211 Folsom Street, 4th Floor</u>	Telephone Number with area code <u>Gehl no longer has a fax number</u>
Street Address <u>San Francisco, CA 94102</u>	Facsimile Number with area code <u>46-4779787</u>
City, State and Zip Code	Federal Tax Identification Number

NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC.

<u>Matthew Lister</u>	<u>Managing Director, Partner</u>
Name	Official Capacity
<u>395 Hudson Street, 8th Floor</u>	<u>New York, NY 10014</u>
Street Address	City, State and Zip Code

<u>Blaine Merker</u>	<u>Director, Partner</u>
Name	Official Capacity
<u>1211 Folsom Street, 4th Floor</u>	<u>San Francisco, CA 94102</u>
Street Address	City, State and Zip Code

Name	Official Capacity
Street Address	City, State and Zip Code

Name	Official Capacity
Street Address	City, State and Zip Code

/ Certifications

Request for Qualifications Downtown Virginia Street Urban Placemaking Study

G. CERTIFICATION

I/we hereby certify that the Instructions and Term Conditions

I/we hereby certify that the Instructions and Term and Conditions have been read and agree to:

Gehl Studio 1211 Folsom Street, 4th Floor San Francisco, CA 94102

(Address)

T +1 (415) 636 9130

(Phone)

Gehl no longer has a fax number

(Fax)

Mayra Madriz , Director

mayra@gehlpeople.com

Representative (Print)



Representative (Signature)

Vendor acknowledges 25 pages of this bid. Date October 26, 2021



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