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REQUEST FOR PROPOSALS

Vision Plan for Flatiron & NoMad Major Corridors

February 2024

[The Flatiron NoMad Partnership](#) (the “Partnership”) is seeking a Consultant Team (the “Consultant”) to create a Vision Plan (the “Plan”) for Flatiron and NoMad’s major corridors. The Plan shall be informed by studying existing conditions of the district’s public realm and land use. The Consultant will engage with Partnership staff and district stakeholders to create the unifying vision and implementation plan for immediate, mid-range, and long-term improvement projects that enhance safety, access, and enjoyment of our unique and evolving mixed-use neighborhoods.

BACKGROUND

Since our founding in 2006 as the Flatiron/23rd Street Partnership Business Improvement District, our organization has helped transform the bustling and diverse neighborhoods we represent into NYC's premier mixed-use district. Two years ago, [we expanded our service area](#) and rebranded as the Flatiron NoMad Partnership.

Now, with a growing residential population and booming hospitality industry, Flatiron and NoMad must provide and care for an updated public realm to meet current and future needs. As the ["New New York" panel](#), convened by Mayor Eric Adams and Governor Kathy Hochul, wrote in December 2022: "We must reimagine our business districts as vibrant 24/7 destinations anchored by spectacular new public spaces, transforming them into places where more people want to be - workers and companies, residents, locals, and tourists alike."

As City leaders update zoning and create policies to catalyze housing and mixed-use development opportunities through programs such as the [Midtown South Mixed-Use Plan](#) and the [City of Yes for Economic Opportunity](#), the Partnership aims to provide actionable steps to improve the Flatiron and NoMad public realm. Through observation, research, analysis, planning, and implementation, this RFP aspires to be the road map to a safe, accessible, and pleasant experience for those who live, work, and spend time in Flatiron and NoMad.

2008 MASTER PLAN & BROADWAY VISION

In 2008, the Partnership hired Starr Whitehouse to conduct a comprehensive master planning process for streetscape and beautification projects (*please see Exhibit A for the 2008 Master Plan*). Many of the horticulture elements have been implemented district-wide, and since their construction in 2008, the Partnership has managed, maintained, and programmed the Flatiron Public Plazas at the intersection of 23rd Street, Broadway, and Fifth Avenue via an agreement with the NYC Department of Transportation (DOT).

The Partnership has also partnered with DOT on [numerous Broadway projects](#) since the Plazas were initially installed. These include NYC's first 'shared street' from 24th to 25th Street (2017), the Flatiron Slow Street from 21st to 23rd Street (2021), the temporary NoMad Piazza from 25th to 27th Street (2021-22), and Broadway Vision enhancements from 25th Street to 32nd Street last spring (2023).

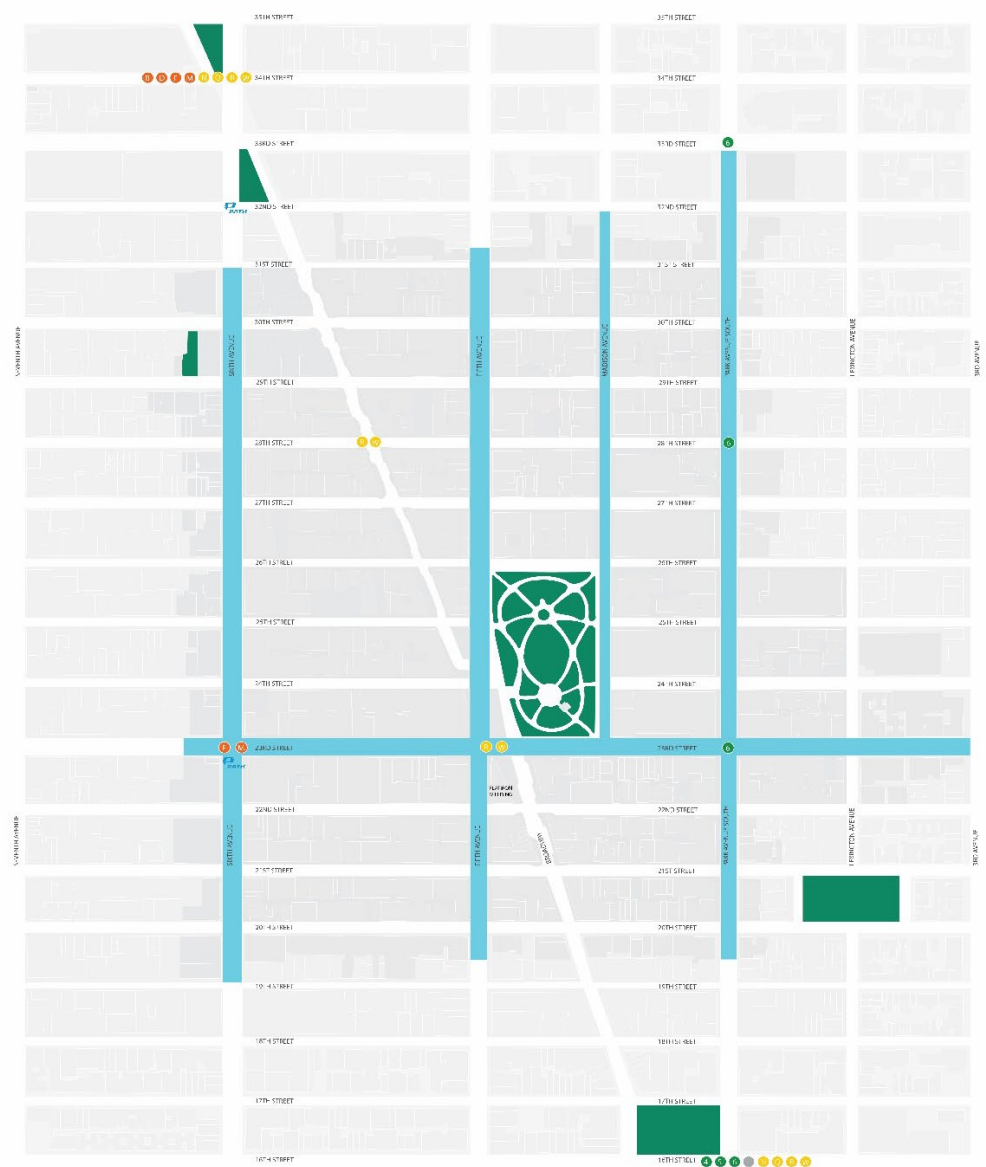
Capital funding was allocated in 2023 for the design and reconstruction of Broadway from 21st Street to 27th Street, including the Flatiron Plazas and NoMad Piazza, as part of the City's [Broadway Vision program](#). Broadway Vision prioritizes pedestrian safety and enjoyment of the corridor from Columbus Circle to Union Square. The Partnership is now shifting efforts and resources to address the other major corridors in the district.

Consultants are invited to prepare submissions in accordance with the terms and conditions of this RFP. Firms should familiarize themselves with the district and area conditions along with recent reports, studies, and plans by governmental agencies that will impact the future of Flatiron and NoMad (*please see Exhibit B for a baseline list*).

STUDY AREA

This study will focus on the major corridors in the Partnership’s service area, excluding Broadway:

- Sixth Avenue (19th Street to 31st Street)
- Fifth Avenue (19th Street to 31st Street)
- Madison Avenue (19th Street to 32nd Street)
- Park Avenue South / Park Avenue (19th Street to 33rd Street)
- West & East 23rd Street (Sixth Avenue to Third Avenue)



PLAN OBJECTIVES

The Plan shall provide the Partnership with a synopsis of current conditions and design solution recommendations that incorporate City initiatives (Exhibit B) and best practices, including:

- **SAFETY AND ACCESSIBILITY** - strategies to improve pedestrian safety and circulation, better connect the bicycle network, and calm vehicular traffic
- **CURB MANAGEMENT** - strategic pilot projects and approaches to better manage competing curb access demands including commercial vehicle loading/unloading, trash containerization and sanitation, seasonal outdoor dining, micromobility, public transit access, and bicycle parking
- **PLACEMAKING & RESILIENCY** - opportunities for new public seating areas, temporary public art installations, and wayfinding incorporating sustainable amenities (solar lighting, pervious pavers, bioswales, native plantings, etc.)
- **TACTICAL PROJECTS & DISTRICT-WIDE STRATEGY** - a phased implementation strategy ranging from in-house temporary demonstration projects (paint and planters) to City capital investments that reflects objectives above combined with industry best practices (i.e., NYC DOT Street Design Manual, NACTO Design Guidelines, etc.).

SCOPE OF SERVICES

Existing Conditions Analysis: The Consultant shall have a baseline understanding of recent plans, studies, and reports by governmental agencies as outlined in Exhibit B. From this baseline understanding, the Consultant shall review existing public realm conditions and land use in the Study Area. To supplement the Consultant's work, the Partnership will share access to in-house data platforms and records (Placer.ai, Replica, Springboard and Exteros pedestrian cameras, and neighborhood Citi Bike ridership). The Consultant shall present preliminary findings on existing conditions to Partnership staff.

Transportation & Mobility Analysis: The Consultant shall analyze the quality and connectivity of the district's pedestrian environment, the bike network (including Citi Bike and other micromobility), subway and PATH stations, MTA bus stops, commercial loading zones, truck routes, and existing traffic patterns. The Consultant shall present preliminary findings on existing conditions to Partnership staff.

Action Plan - Phase One: After analyzing and discussing existing conditions with Partnership staff, the Consultant shall propose recommendations for near and short-term projects compiled into a draft Major Corridors Action Plan. The near-term items shall be immediate low-cost interventions, including temporary demonstration projects. These projects shall be implementable within two years, and Consultant shall provide reasonable cost estimates for each item in the Action Plan.

Long Term Plan - Phase Two: The Consultant shall propose recommendations for long-term projects (3+ years) compiled into a draft Major Corridors Capital Plan in coordination with Partnership staff and key stakeholders (e.g., NYC DOT, Madison Square Park Conservancy). Phase Two projects will require extensive capital funds, review and approvals from public agencies and private stakeholders, recommended alterations to the existing flow of pedestrian and vehicle traffic, and other improvements to the district's infrastructure. The Consultant

shall provide reasonable cost estimates for the Capital Plan and a professional construction estimator experienced with NYC streetscape projects may be required to complete this task. The Consultant should clarify in their proposal their team's capacity for estimating capital project costs.

Stakeholder Engagement: The Consultant shall utilize public opinion and feedback collected during the Partnership's 2023 and 2024 Community Surveys and NYC DOT's Broadway Vision intercept surveys as part of the plan's primary data. The Consultant shall present designs in coordination with Partnership staff in at least two meetings with key stakeholders (as directed by the Partnership).

Final Deliverables: The Consultant shall be responsible for the following deliverables:

- **Major Corridors Vision Plan, including:**
 - Major Corridors Action Plan - Phase One with text, images, renderings, and supporting documentation with cost estimates and project timelines
 - Major Corridors Long Term Plan - Phase Two with text, images, renderings, and supporting documentation with cost estimates and project timelines
 - Streetscape Catalog of recommended furniture, planting elements, and other Vision Plan assets
 - CAD Files of major corridors in the Study Area
 - Editable presentation deck(s) for review and approval with the Partnership's Board of Directors, Community Board, and City agencies

TOTAL PROJECT HOURS

This project is scheduled to be completed in approximately 750 hours.

SUBMISSION REQUIREMENTS

- Statement of Qualifications - Include a summary of your firm's interest in this Plan. Explain why your firm is best qualified to provide these services and outline any special capabilities or qualities that would distinguish your proposal. Include information for any required subcontracted consultants or firms.
- Project Team & Cost Schedule - Names, titles, and general pricing structure for principals and project team members who would be assigned to this project; final proposed cost schedule for entire project
- Project Approach - Describe your methodological approach to the planning process based on your understanding of the project, the Partnership's capabilities and needs, and pertinent governmental initiatives listed in the scope of services. Include any additional deliverables you've determined necessary.
- Work Plan & Timeline - For each item under the Scope of Services, include the timeline for completing each, along with milestones
- Previous Projects - Submit three (3) previous plans and include references for each. Include start and completion dates, final costs, renderings/photos for the projects, and explanation of the project and how it relates to the proposed project.
- M/WBE - Minority and Women-Owned Business Enterprises (WBE) are highly encouraged to submit proposals.

- Submissions shall be emailed to Kurt Cavanaugh, VP Of Planning, Streetscape & Capital Projects (kcavanaugh@flatironnomad.nyc) and Mikako Murphy, Senior Planning Associate (mmurphy@flatironnomad.nyc) as one combined PDF with “2024 Flatiron NoMad Major Corridors Plan” in the subject line no later than **5:00 PM EST on Friday, March 22, 2024**
- Questions regarding the RFP should be directed to mmurphy@flatironnomad.nyc no later than **5:00 PM EST on Monday, March 4**. All questions and responses will be shared later that week.

PROJECT TIMELINE

- February 21, 2024: RFP Released
- March 4, 2024: Questions Due
- March 22, 2024: Proposals Due
- Late March: Final Candidate Interviews
- April 2024: Notice of Award
- May 2024: Contract Finalized & Project Launch
- September 2024: Board of Directors Presentation
- Early Fall 2024: Anticipated Project Completion

REVIEW OF SUBMISSIONS

The Partnership will review all submissions for completeness and compliance with the terms and conditions hereof. The Partnership reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each respondent team’s qualifications and experience, or clarification or modification of any submitted proposal. The Partnership will permit the correction of deficient submissions that do not completely conform to this RFP on a case-by-case basis. Submission of a proposal shall constitute the respondent team’s permission to the Partnership to make such inquiries concerning the respondent team as the Partnership in its discretion deems useful or appropriate. The Partnership is not obligated to make any such request or to accept any unsolicited additional materials, clarification, modification, or background information. The Partnership reserves the right to reject at any time any or all proposals, and to withdraw this RFP without notice.

SELECTION

The Partnership will select the respondent team which, in the sole judgment of the Partnership, most successfully demonstrates the necessary qualities to undertake the project, offers the most cost-effective proposal, and best meets the needs and goals of the Partnership. The Partnership reserves full right to reject all proposals if it so chooses. Under no circumstances will the Partnership pay any costs incurred by the respondent team in responding to this RFP. The review or selection of a proposal submitted by a respondent team will create no legal submission or equitable rights in favor of the respondent team, including without limitation, rights of enforcement or reimbursement.

The Partnership may choose one respondent team to execute one or more aspects of the project as defined in the Scope of Services. Furthermore, the Partnership may choose multiple

respondents to execute different aspects of the project.

CONTRACT TERMS

The contents of the proposal prepared by the successful respondent team, with any amendments approved by the Partnership, will become part of the contract awarded as a result of this RFP process. The terms outlined below should be considered all inclusive.

The successful respondent team and particularly its lead firm will be required to:

- Work with the Partnership staff to provide urban planning and design services;
- Assume the sole responsibility for the complete effort as required by this RFP, and be the sole point of contract with regards to contractual matters;
- Refrain from assigning, transferring, conveying subletting or otherwise disposing of the contract or its rights, titles or interest therein or its power to execute such agreement to any other person, firm, partnership, company, or corporation without the prior consent and approval in writing from the Partnership;
- Comply with applicable law governing projects initiated or supported by the Partnership, including all applicable NYC Department of Small Business Services (SBS) requirements and regulations;
- Maintain accurate accounting records and other evidence pertaining to costs incurred in providing services and to make such records available to the Partnership at all reasonable times during the contract period.

The Partnership reserves the right to terminate any contract entered as a result of this RFP at any time, provided that written notice has been given to the team at least thirty (30) days prior to such proposed termination date. The contract term will be defined with the selected team. The scope of these services will be non-exclusive and defined in conjunction with the selected team.

Additional Services

The selected firm(s) may be asked to perform additional services, as requested in writing by the Partnership, on a time and materials basis. The firm(s) should provide the normal hourly billing rate of each principal and staff member whose resume is provided or job category may be required, and the rate used in the proposal. A schedule for any additional services will be established as future tasks are defined.

MISCELLANEOUS CONDITIONS

The issuance of this RFP and the submission of a response by any responding firm(s) or acceptance of such response by the Partnership do not obligate the Partnership in any manner. Legal obligations will only arise on the execution of a formal contract by the Partnership and the firm(s) selected.

The Partnership reserves the right to amend, modify, or withdraw this RFP, to revise any requirements of this RFP, to require supplemental statements or information from any firm, to accept or reject any or all responses hereto, to extend the deadline for submission for responses thereto, to negotiate or hold discussions with any respondent and to waive defects and allow corrections of deficient responses which do not completely conform to the



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instructions contained herein, and to cancel this RFP, in whole or in part, if the Partnership deems it in its best interest to do so. The Partnership may exercise the foregoing rights at any time without notice and without liability to any proposing firm or any other party for their expenses incurred in the preparation of the responses hereto or otherwise. Responses to this RFP will be prepared at the sole cost and expense of the responding firm(s). No copies of materials submitted in response to this RFP will be returned.

EXHIBITS

[Exhibit A - 2008 Streetscape Master Plan](#)

Exhibit B - Recent Studies & Plans

- [“New” New York - Making New York Work for Everyone](#)
- [NYC Planning City of Yes for Economic Opportunity](#)
- [NYC Planning Midtown South Mixed-Use Plan](#)
- [Broadway Vision](#)
- [NYC DOT Curb Management Action Plan](#)
- [NYC DOT Pedestrian Mobility Plan](#)
- [MTA Central Business District Tolling Program](#)
- [“New” New York - Vision for Fifth Avenue](#)