

## Planning and Design Services

The Berkeley campus of the University of California invites architects, landscape architects, planners and multi-disciplinary teams to submit written statements of qualifications to provide programming, planning and design services for the following project:

People's Park Needs Assessment and Concept Planning Study  
Project No. 18201A

The Community Advisory Board to People's Park has proposed a study of the park to analyze and assess community needs and to provide concept planning for the park. The park is owned and managed by the University of California. Since its inception in 1969, the park has been an iconic symbol of the 1960s. Today, People's Park, although, at times, successful as a recreational resource, is also plagued by urban problems. The Advisory Board's goal is to make the park safer and more widely used by a broad range of community members.

The Advisory Board includes representatives from the surrounding neighborhood, faculty, UC students and other community members. This study would provide information needed to set the stage for subsequent planning. UC Berkeley's 2020 Long Range Development Plan confirms the park's continued use as recreational open space. Specific site functions, however, must take into account a wide range of stakeholders from both campus and community.

Key components of consultant work for this phase are site analysis, needs assessment, program definition and concept options (with rough-order-of-magnitude costs). The study should be complete by April 30, 2007. The award and scheduling of subsequent phases, including additional planning, design and construction, will be determined as funding permits.

The University of California has adopted a Green Building and Clean Energy policy which can be viewed at [http://www.cp.berkeley.edu/CDS\\_ucb/GreenBldgBaseline.html](http://www.cp.berkeley.edu/CDS_ucb/GreenBldgBaseline.html). This Study must demonstrate a commitment to these sustainability goals.

Submittals should be in the form of a brief letter outlining comparable experience — specifically, experience with participatory community planning and design process, including innovative strategies to obtain wide public input. Submittals should include a one-page statement describing how the consultant would approach this study. Other information required are resumes and contact information for key staff members who will be committed to the project on a day-to-day basis. Of special importance is the consultant's capacity to begin work quickly and to coordinate a complex study effort with many diverse participants.

The University of California is an Equal Opportunity Employer. Every effort will be made to ensure that all persons, regardless of race, religion, sex, color, ethnicity and

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national origin have equal access to contracts and other business opportunities with the University.

The successful firm will be required initially to sign the University's Professional Services Agreement, which is posted for review at <http://www.cp.berkeley.edu/PSA.pdf>. At the commencement of design services, the firm will be required to sign one of the University's Executive Design Professional Agreements which are posted for review at <http://www.cp.berkeley.edu/ContractsAgreemnts.html>.

Letters must be received at the address below no later than 12:00 noon, Monday, 06 November 2006. After review, firms may be asked to provide more information or may be invited for an interview. A shortlist of 3 or more firms will be interviewed by a selection committee. Questions should be addressed to Emily Marthinsen at 510-643-3387, [emarthinsen@cp.berkeley.edu](mailto:emarthinsen@cp.berkeley.edu).

Please address submittals to:

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