



# Request For Proposal (RFP)

**NDD Festival Lighting Project:**  
Proposal for Civil Engineering Services for Festival Lighting Designs  
along Halsey Street and Treat Place



NEWARK DOWNTOWN DISTRICT  
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## **I. BACKGROUND**

The mission of the Newark Downtown District (herein “NDD”) is to increase the safety and cleanliness of the downtown business district so Newark can successfully compete as an environment to live, conduct business, shop, and visit.

The NDD is the Special Improvement District of Newark’s central business area. Comprising approximately 800 properties, the NDD is a privately directed, 501 (c)(3) not-for-profit corporation, funded by special assessments on district commercial and residential properties, and organized and existing under the laws of the State of New Jersey. The NDD was created to provide supplemental services including, but not limited to, cleaning services, marketing, and capital improvements in a specified area of Downtown Newark.

In 2008, the NDD embarked on a comprehensive Capital Improvement project for the sole purpose of upgrading the infrastructure and appearance of Downtown Newark with the estimated value of the total project being \$10,000,000. The Festival Lighting project is Phase Three of the NDD Capital Improvement Project.

## **II. PURPOSE & SCOPE OF SERVICES**

Festival lights play a useful role in the urban environment by creating a cheerful climate and improving the surrounding spaces. These beautification elements represent a city’s ambiance, and when used correctly, they are considered to be a reflection of the city’s culture and identity. Beautifying urban streets through lighting and colors helps promote:

- Environmental quality (safety and security, vitality, identity, and personality)
- The economic vitality of the street
- Restoration of nightlife: creating a “24-hour city”
- Increase the visibility of retail businesses

The NDD is looking to install permanent string lighting along Halsey Street from Central Avenue to Raymond Boulevard. Additionally, string lighting will be installed along the length of Treat Place.

### *About Halsey Street*

Halsey Street is considered a secondary corridor within the Central Business District. The project scope of work is concentrated among 52 retail stores and 30 commercial and residential buildings. Halsey Street is a distinct retail neighborhood, characterized by the presence of multiple adaptive reuse buildings such as the Hahne Building, Halston Flats, and the Prudential Tower. It also offers a diverse row of restaurants, nail shops, and clothing stores. Halsey Street is, however, lacking the presence of the festive ambiance needed to transform the street into a vibrant corridor.

### *About Treat Place*

Due to the presence of vacant buildings and closed storefronts, Treat Place has been underutilized. However, thanks to the rapid growth of recent redevelopment projects—such as William Flats, a residential building, and Teachers Village, a multi-building development—Treat Place is now experiencing a sudden metamorphosis. In addition to the foot traffic that these new properties are creating, the recent installation of public art murals on several vacant buildings has helped to revitalize the area.

Prior to releasing this RFP, the NDD conducted a series of focus group sessions with Downtown stakeholders to help choose the preferred festival lighting design. By a unanimous vote, the basic *string lights* design crossing over the road lanes was chosen for implementation (*see Appendix*). Additionally, electrical service conversations with Public Service Electric & Gas (PSE&G) have already been conducted and this information will be provided to the selected contractor.

The selected Civil Engineering firm is expected to execute the following deliverables (Steps 1-5). Firm must choose between the two options given for Step 1:

1. Prepare Site Drawings to include the following:
  - a. Cover sheet with location map, general notes, etc.
  - b. Construction plans to include existing conditions, proposed string lighting layout, and support structures
  - c. Construction Details

**OR**

1. Obtain existing site drawings/sealed construction documents from the NDD
2. Develop budget cost estimates, based on the construction documents. The cost estimation will be based on the unit prices obtained from actual bids or similar projects, and/or price quotes obtained from manufactures and suppliers.
3. Support the NDD during bidding. Services should include:
  - a. Provision of written clarification of plans and specifications
  - b. Assistance in responding to bidder's questions
  - c. Preparation of any required addenda
  - d. Evaluation of bids received
  - e. Recommendation for selection of lowest qualified bidder
4. Provide expediting and filing services with City agencies on behalf of the NDD before/or during the construction phase of the project. Oversee contractor's solicitation of permitting required. Interface with the City of Newark and the NDD as required.

5. Propose a project timeline with projected completion dates for each of the deliverables mentioned above. The NDD is estimating the completion of the festival lights installation to be at the beginning of Spring 2022.

### **III. RFP TIMELINE**

The project timeline listed below is an estimate only. (The NDD reserves the right to revise any project dates as needed.)

RFP Release: **Wednesday, November 10, 2021**

Proposal Due: **Friday, December 3, 2021**

Awarding of Project: **Friday, December 10, 2021**

### **IV. RESPONSE FORMAT**

All submittals shall include the following information:

1. Introduction letter with a price estimate for Deliverables 1 to 5. Please include a cover letter summarizing your firm's background, resources, and relevant experience. This letter should also include a cost estimate for the project, listing the costs for Deliverables 1, 2, 3, 4, and 5 separately.
2. Examples of three relevant past projects. Please include a summary of each project and your firm's specific role.
3. List of references and past projects/clients.

### **V. SUBMITTAL INFORMATION**

The digital proposal shall be submitted to Mbacke Faye, Urban Planner, Newark Downtown District at [mbacke@downtownnewark.com](mailto:mbacke@downtownnewark.com) and Laura Burgess, Project Manager, at [laura@downtownnewark.com](mailto:laura@downtownnewark.com) no later than **5:00 pm EST, Friday, December 3, 2021**. Submittals received after the deadline will not be accepted.

Any questions on this RFP shall be directed to Mbacke Faye, Urban Planner, Newark Downtown District at [mbacke@downtownnewark.com](mailto:mbacke@downtownnewark.com).

### **APPENDIX**

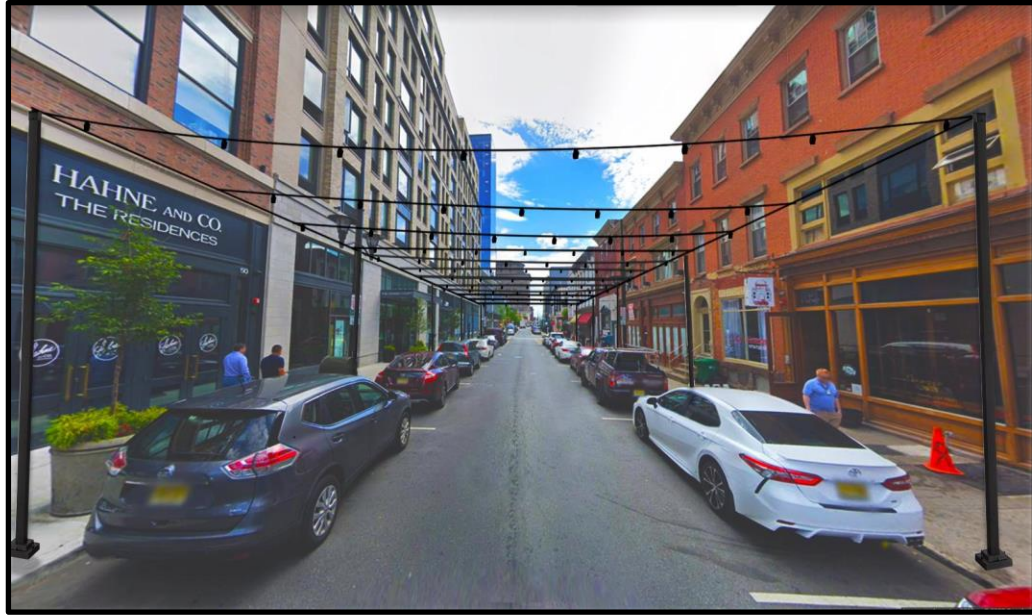


Fig. 1. String light design along Halsey street, daytime view. (Rendering by NDD)



Fig. 2. String light design along Halsey Street, nighttime view. (Rendering by NDD)



Fig. 3. String light design along Treat Place, daytime view. (*Rendering by NDD*)

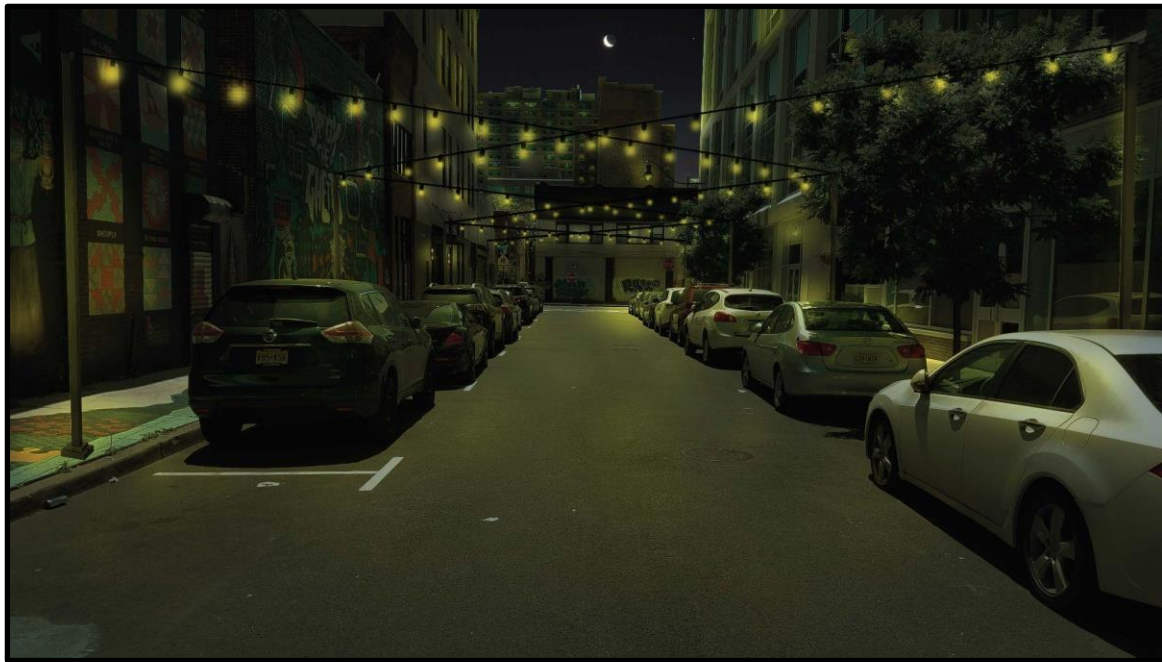


Fig. 4. String light design along Treat Place, nighttime view. (*Rendering by NDD*)