

Reimagine Creek Park Competition Brief



COMPETITION BRIEF

This Competition Brief introduces San Anselmo and Creek Park. The following pages describe the criteria for developing your concepts, the process by which they will be evaluated and how the finalist will be selected.

In an effort to provide a complete packet, this brief includes some information that also appeared in the Request for Qualifications (RFQ). But please note there have been some changes, so a thorough reading is recommended.

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A DIFFERENT KIND OF COMPETITION

This is a unique design competition. The Town's hope is to inspire and harness your creativity and depth of experience to project the potential for what Creekside Commons, the heart of our downtown, can become. This is a public space and the process is subject to many variables, both known and unknown. It is also a public/private partnership that will depend on considerable fund raising in order to come to fruition. We are confident in our abilities to bring this project to the finish line.

The winning design team will become a part of the project that will bring the Commons to life. To that end, we are reemphasizing the motivation for the competition. Within the parameters presented in this brief, we are looking to learn the art of the possible. We want your best ideas, tempered by your keen awareness of what it will take to make Creekside Commons a reality. We want to emphasize that since this is a public process your ideas and design concept will be seen by our community at large. And try as we might to explain that these are concepts, their expectations will start to solidify. The delicate balance then is to delight and surprise, but also maintain a realistic sense of what is truly possible.

Due to the complexity of this project, the selected team may find that a new set of parameters apply when the design process begins. We ask that you not let these caveats inhibit your creativity or insights. As a part of the process, your presentation will include the opportunity to expound on your ideas and demonstrate the viability of your direction. Think about being able to describe 'a day in the life of Creekside Commons' as a way to layer the sociology of the park with your physical design.



WELCOME TO SAN ANSELMO, CALIFORNIA

Municipalities throughout the world that are graced with waterfronts – oceans, rivers, streams and even creeks - have too often turned their backs on these significant environmental assets. The recognition of these precious natural resources as irreplaceable has led to the dramatic revitalization of waterfronts throughout the world.

Now it is San Anselmo's turn...

San Anselmo Creek bisects the Town. While it courses through its downtown, the creek has never been integrated as an asset or capitalized upon as an important feature of the Town. In concert with a significant flood mitigation construction project, San Anselmo has a once-in-a-lifetime opportunity to transform its downtown into a truly vibrant environmental and recreational civic

space and regional destination unlike any other place in Marin.

Creek Park is an underutilized open space in the center of San Anselmo. San Anselmo is seeking to engage a qualified design professional to steward the reimagine process and work with the Town to bring a revitalized Creek Park to life as Creekside Commons.



ABOUT SAN ANSELMO

San Anselmo is a vibrant suburban town of about 13,000 residents, located in Marin County's Ross Valley, just 20 minutes north of San Francisco. Incorporated in 1907, San Anselmo has a rich history as home to Coast Miwok settlements and later as a prominent railroad junction with lines of the North Coast Pacific Railroad running south to Sausalito (connecting with ferries to San Francisco), east to San Rafael, and west via Fairfax to Tomales and points further north in Sonoma County. Regular train service ended in 1941, replaced by Greyhound buses until 1963 when the railroad property was condemned. Sir Francis Drake and Center Boulevard were reconfigured in 1970 and the intersection they form, adjacent to the Creek Park property, is known as the 'Hub'. Approximately 40,000 vehicles a day pass through the Hub.



Over time, a number of downtown buildings were built along the west side of the Creek, in some cases extending over, but turning their backs to the waterway.

Creek Park is located on the southwest corner of the Hub intersection where Sir Francis Drake Boulevard, Redhill Avenue and Center Boulevard converge. It was developed in the early 1970s

alongside San Anselmo Creek, a major drainage way through central Marin. The park was designed as a passive green space and included perimeter parking, pathways, a pedestrian bridge, lighting, redwood and other tree species, shrubs, lawn areas and ground cover. Other improvements include tables and seating, railings, deck areas and steps, which offer a token connection to the creek.



PARK AERIAL VIEW

Creekside Commons is approximately 1.1 acres, located on the southwest corner of the 'Hub' intersection where Sir Francis Drake Boulevard, Red Hill Avenue and Center Boulevard converge. <https://www.townofsananselmo.org/286/Public-Works>



Approximate Project Boundary



THE IMPETUS FOR REIMAGINING

Downtown San Anselmo has experienced a number of historic floods, most recently in 1982 and 2005. The Marin County Flood Control District has had a continuing flood control program focused on sections of the Creek from its headwaters west of San Anselmo to its exit into the San Francisco Bay to reduce flooding throughout the Ross Valley.



The most current County 10-Year Flood Control Plan for 25-year flood protection includes an ambitious project that sets the stage for the reimagining of Creek Park. The San Anselmo Flood Risk Reduction Project (SAFRR) proposes removal of one building that intrudes on the Creek and creates a water flow barrier. Demolition of approximately 150 feet of structures along San Anselmo Avenue (address numbers 634 and 636 as indicated in the SAFRR plans) will add open space along San Anselmo Avenue, which will be included in the reimagine project,

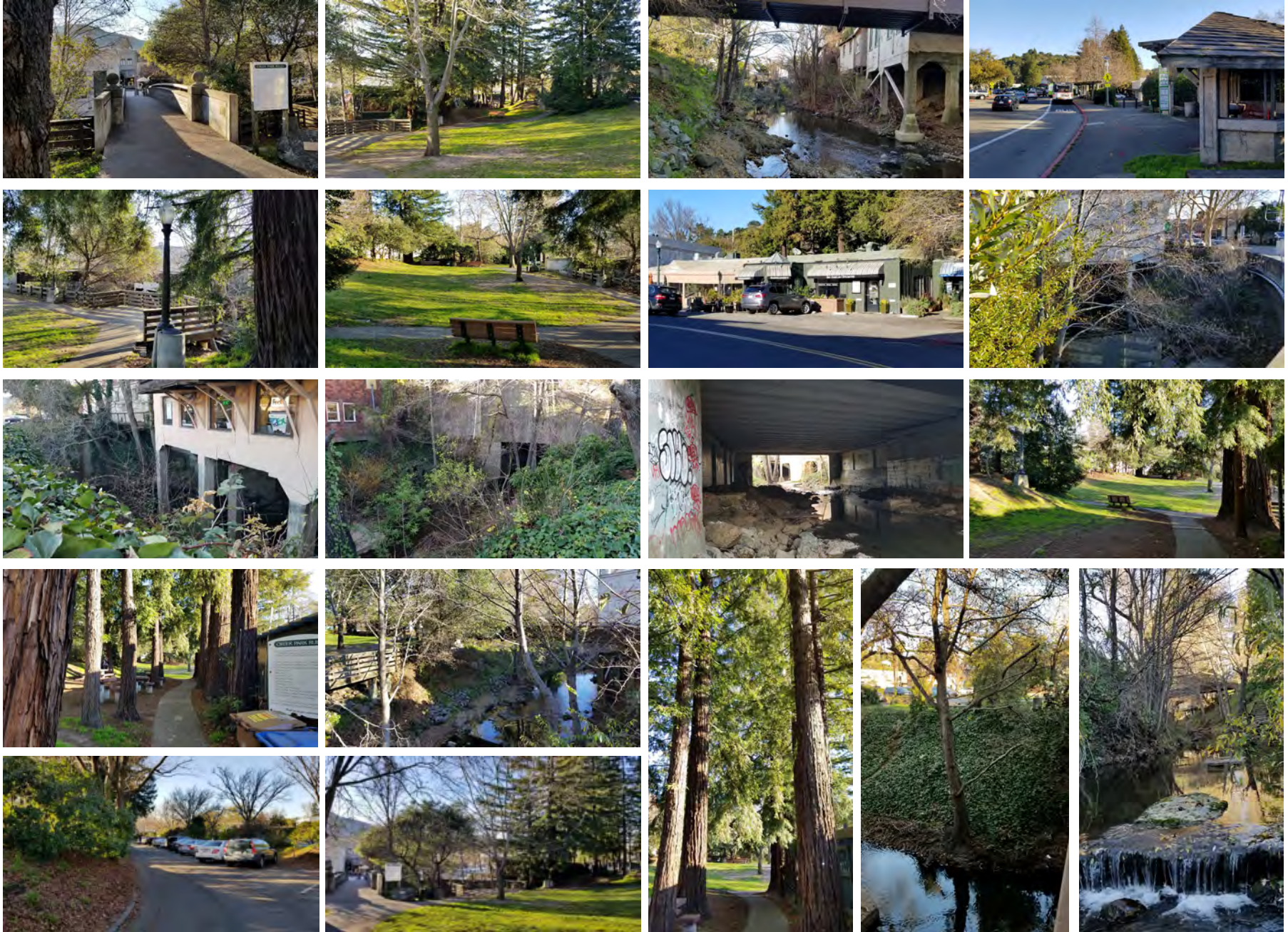
adding views of the creek and the existing Creek Park from San Anselmo Avenue.

The removal of the buildings will also open up views from the park towards Bald Hill and surrounding hillsides.

Demolition of the building and the supporting decks, walls, and piers will eliminate restrictions in the Creek's maximum flood-water flow area and make possible this extraordinary opportunity for renewal and conversion to Creekside Commons.



CURRENT CONDITIONS



PROJECT GOALS

Community outreach and surveys of the residents and the business community have generated a number of goals for the reimagine project. Competition evaluations will consider how successfully the submissions accommodate, balance and prioritize the many program, features and activity possibilities to achieve the goals. The community survey results are available on the website: www.reimaginecreekpark.com for more information.

- **Place making** making to create a community common space that is a memorable and vibrant signature civic place for the Town, and a magnet for users and visitors.
- **Creating a “Commons”** along San Anselmo Avenue that provides the Town a physical identity and gathering space, as well as a gateway to Creekside Commons.
- **Linking** visual and physical elements between the east and west sides of the creek including the future bridge replacements at Center Boulevard and Bridge Avenue.
- **Opening the park site** visually and physically at both the Hub and the downtown area.
- **Recognizing** the existing and future bus stops, and creating an integrated pedestrian network to accommodate seamless visual and physical access for transit riders to/ from the park.
- **Designing the Commons** to ensure it will age well over time.
- **Strategizing** a multiplicity of uses and activities.
- **Considering** the Common area uses during all times of day including evening visibility and high flood flow events.
- **Considering** the importance of the creek’s environmental and ecological health, and limiting any potential impact.
- **Creating** barrier-free access and ADA compliance.
- **Considering** parking and traffic flow and impacts.
- **Encouraging longer visitor stays** in Town to promote dining, leisure and shopping experiences.
- **Integrating San Anselmo Creek** as a fluid, dynamic part of the park design rather than a separate utilitarian floodwater channel.
- **Capitalizing on and highlighting the Creek** as part of the Commons dynamic.
- **Developing** engaging and imaginative topography
- **Accommodating an amphitheater** to host varying performances and sized audiences.
- **Incorporating children’s activities** for exploration and play experience.
- **Introducing art** for permanent and temporary outdoor display.
- **Vandal proofing** including skateboarder impediments.
- **Focusing on sustainability** in construction, life cycle and project maintenance including bio-retention for drainage and runoff.
- **Sponsoring/donating/naming opportunities** to recognize contributions from those who made the reimagined Creekside Commons possible.
- **Conformance with the goals of the Town General Plan**, including “conservation of the small town character of the community and its close relationships with the natural beauty of its setting.”



YOUR CREATIVE APPROACH

Creekside Commons is intended to be the Town's central gathering place where the community can come together to enjoy and engage in a variety of activities, both active and passive. You have been shortlisted on the basis of your demonstrated experience in addressing these challenges in other locations.

Your creative approach should be based on your conceptual vision of how Creekside Commons can most effectively meet the project goals and accommodate the wants and needs of the community. Creekside Commons is a relatively small area and the list of potential programs, activities and features quite long. The Town is looking to you for recommendations on prioritizing this inventory and the optimal way to organize the elements you select within the Commons, based on your concept for the daytime, evening and special event usage, which will result in a special place that will truly provide a multifaceted and compelling public realm. Evaluations will be based on how these complex issues are addressed at a concept design level.



YOUR CREATIVE APPROACH CONT.

Activity considerations include:

- Festivals and other large gatherings (upwards of 1,000 people)
- Walking, strolling, jogging
- Sitting/resting
- Seasonal celebrations
- Performances: “movies-in-the-park” (summer), music and other
- Games area (outdoor checkers, chess and other games)
- Children exploration
- Food and beverage kiosks (seasonal for local restaurant owners)

Programmatic considerations include

- Visibility Increasing views to and from the site from the Hub/Sir Francis Drake Blvd. as well as San Anselmo Avenue.
- Gateways Creating visual and physical gateways to downtown San Anselmo.

- Commons Creating a civic space along San Anselmo Avenue where the buildings are proposed for removal.
- Integration. Integration of the expanded park site with the existing park improvements that might be saved, if any.
- High Water Risks. Designing for areas of the commons that may be affected by the Creek’s high flood water levels.
- “Creek Walk” Creating a Creek Walk that includes barrier-free access.
- Parking/Circulation. The existing park is surrounded on two sides by diagonal parking spaces, accessed by a circulation road that also provides service, delivery and emergency access. Parking in San Anselmo is at a premium and the loss of these spaces could meet some resistance. Entrants are requested to consider this situation as a part of their concept design and offer suggestions on the best way to address this situation while meeting the project goals.
- Active/Passive Uses Accommodating the variety of programmatic and activities uses.
- Vegetation Management Determining the trees/vegetation including the existing redwoods that should be removed, thinned or pruned to open the area and maintain its openness over time.
- Hard/soft Edges Incorporating both “hard” and “soft” park/creek edges within the site limitations.
- Linkages. Linking Creekside Commons with San Anselmo’s Imagination Park. Also, connections to the Town’s pedestrian and bike routes.
- Celebrations. Providing for seasonal and holiday celebrations.
- Shading Providing for shade in gathering/performance and picnic areas during hot summer months.



YOUR CREATIVE APPROACH CONT.

Feature considerations could include:

- Amphitheater (seating, stage, shell, projection screen, shade canopy, etc.)
- “Art Walk” (may be included in whole or in part with the Creek Walk)
- Automobile Parking
- Arbors/ shade shelters
- Bike parking
- Children’s learning/exploring
- “Commons” area
- Creek Park entrances
- “Creek Walk”
- Event load-in area (bands, food, etc)
- Existing bridge
- Furnishings
- Games area
- Large event lawn
- Lighting for evening use, safety & accessibility
- Main event plaza
- Maintenance shed
- Other smaller plaza(s)/nodes
- Pathways
- Plant Materials
- Public restroom
- Safety and security systems
- Sculpture/other art works (both permanent and temporary displays)
- Seating and dining opportunities
- Signage
- Signature garden and/or significant green space

- Sustainable & low maintenance for Town Ticket booth for events
- Traffic Flow
- Trash/recycling containers and concealment of business trash area
- Water feature(s)
- Wetland demonstration

Implementation considerations include:

Be prepared to discuss how construction improvements to Creekside Commons might be accomplished in phases to accommodate variable funding availability by identifying the initial phase improvements and those that might be added over time, with the least amount of disruptions.



SUBMITTAL AND SELECTION PROCESS

Shortlisted firms are now invited to submit concept designs. Unlike traditional design competitions, which often require detailed and extensive requirements, the focus of this competition is “a call for creative ideas.” Submittal requirements are simpler, focusing on concept big ideas; more of a “back-of-a-napkin” approach, demonstrating a vision for the project in a clear, understandable way.

Submissions will be evaluated by the Reimagine Creek Park Community Advisory Committee (CAC) and the CAC will recommend at least three (3) finalists to be evaluated by the San Anselmo Town Council. The finalists will be invited to present their concepts to the Council in a public meeting. Selection of the successful design will follow the Council presentations. The designers of the selected concept may be invited to enter into contract with the Town of San Anselmo to provide final design and implementation services for the Creekside Commons project.

If for whatever reason, the Town cannot enter into a mutual agreed contract with the chosen concept designer, the Town reserves the right to enter into negotiations with the next chosen designer. The Town also reserves the right to reject any and all finalists.



SUBMITTAL AND SELECTION PROCESS CONT.

Project Specifications

Project specifications for this competition include: a Project Description; Submission Requirements; how Submittals are to be made; Deadline and Schedule/Timeline; Evaluation Criteria; Selection Process and Official Rules. A location map, site survey and site photos are included in <https://www.townofsananselmo.org/286/Public-Works>. The site survey should be used as the base map for the design submittal. Please note that the site survey includes some areas that are not currently and may never be acquired by the Town; however, to provide for more creative concept designs, the Town has included these privately owned areas as part of the design competition.

Project Description

Covering approximately 1.1 acres or more, the project boundary as indicated on the accompanying project survey (See Appendix A), covers the existing park side and creek channel plus the additional areas of buildings presently located at 634 and 636 San Anselmo Avenue that are proposed for demolition. The potential project area extends roughly

to the Bridge Avenue bridge to the north, Center and Sir Francisco Drake Boulevards on the east, the pedestrian “Cucina” Bridge to the south and San Anselmo Avenue to the west.

Implementation

Following selection by the Town Council of the chosen concept design, the design team will prepare a scope of work, schedule and fee proposal for consideration by the Town Council. It is anticipated that the successful winning design team will have the opportunity to negotiate for the design of Creekside Commons, if the project moves forward and the winning design team and Town are able to enter into a mutually acceptable contract that is approved by the Town Council.

If a contract is approved, the implementation phases of Creekside Commons would include a final concept design phase followed by schematic design (30% design drawings), design development with 60% and 90% design submittals, contract documents, construction bidding, and construction.

The Creekside Commons design will need to be closely coordinated with the County’s SAFRR, which is currently in the design phase. It is anticipated at this time that design/construction of Creekside Commons will be done in at least two parts: Stage 1 work required is within the SAFRR project area, and Stage 2 the remainder of the Creekside Commons project area. Improvements that in any way impede the flow of floodwaters will not be allowed or considered.

It is assumed that the Town of San Anselmo Public Works Department will administer implementation of Creekside Commons construction and development.

Questions?

Once you receive this brief, you have until **April 1** to review the brief and come up with any questions you may have to clarify anything in the brief. The Town will accept all questions up to 5:00 pm on **Monday, April 1**, though receiving them earlier would be desirable. By **Wednesday, April 3** the Town will send out a complete **Question & Answer** packet to each of the teams.



SUBMISSION REQUIREMENTS

1. **Cover Letter** (one page, 8 1/2 x 11 letter size)
2. **Project title and Entrant information.** Indicate Team leader, and include name(s) and contact information for submittal participant(s). Include a comprehensive statement/abstract of the conceptual and creative concept to reimagine Creek Park to Creekside Commons.
3. **Submittal Summary** (two pages, letter size)

A written narrative that describes the Entrant's design, its notable features and how it addresses the project's goals and programming issues as presented in this competition brief.

4. **Drawings/Illustrations**

Two (2) drawings/sheets pdf format: original size 36" x 48" (landscape orientation).

No identifying information of Entrant should appear anywhere on these two sheets of drawings/illustrations. **Any Entrant identity information shown on these sheets will invalidate the submittal.**

- **Sheet 1:** illustrative site plan drawing at scale of existing survey, other drawings such as sections/elevations, etc., project statement, (which may be repeated or taken from the Entrant's Submittal Summary - 25MB maximum digital file size).
- **Sheet 2:** sketches/renderings (6 maximum), photo images and other information as desired. Reduced size key plan(s) may be used to indicate suggested location of park furnishings, and plant material, and other information.

How to Submit:

Step 1: Thoroughly review this Competition Brief and submit any questions to the Town of San Anselmo via email to: CreeksideCommonsSA@gmail.com, by Monday, April 1, 2019 at 5:00pm.

Note: You will receive a Q&A packet and it will be posted by Wednesday, April 3, 2019.

Step 2: Prepare and submit via email: your Cover letter + Submittal Summary + Concept Design digitally/electronically. Prepare and deliver one (1) full size hard copy of Sheet 1 and Sheet 2 mounted

on two foam core boards (36" x 48") (one for each presentation sheet) along with an envelope that identifies the team (contact names, address, email) by May 8, 2019 at 5:00 pm. Contact information including address for hard copy submittal and contact email are given below.

All digital/electronic files must be saved and submitted as PDFs. The Cover Letter and Submittal Summary should be saved as a separate document from the drawings/illustrations sheets.

- The two required drawings/illustrations sheets submittals may be submitted as PDF, JPEG or PNG files, at a minimum resolution of 300 dpi, RGB mode.
- All digital submittals must be identified with by the first name initial and last name of the Entrant or Entrant team leader using the following format example: "SCondry_coverletter.pdf", "SCondry_submittalsummary.pdf", "SCondry_sheet1.png" and "SCondry_sheet2.png". (Note "SCondry reference as example only)
- The Town of San Anselmo may furnish other details in the Q&A packet provided to Entrants on Wednesday, April 3, 2019.



SUBMISSION REQUIREMENTS CONT.

Step 1: Electronic/Hand-delivery/Mail Submission

Design entry materials can be submitted via the file upload to Re-imagine Creek Park email at: CreeksideCommonsSA@gmail.com

Entry materials may also be saved on a USB flash drive (with the Cover Letter, Submittal Summary, and Drawings/ Illustrations saved as individual documents, as noted above and hand-delivered or mailed to: Re-imagine Creek Park c/o San Anselmo Town Hall, 525 San Anselmo Avenue, San Anselmo, CA 94960; Attn: David P. Donery, Town Manager

Step 2: Print and Submit

Drawings/Illustrations

Entrants are required to submit one hard copy of their Drawings/ Illustrations (Sheet 1 and Sheet 2) mounted on foam core boards.

A hard copy of these two sheets is required even if also being provided digitally/ electronically. No identifying information (e.g., names, teams, firms, logos, etc.) should appear on the hard copies. The required size is 36' x 48" landscape orientation.

These two sheets must be printed in color and mounted on foam core boards at minimum resolution of 300 dpi resolution, RGB mode. They may be hinged for ease of delivery. These must be hand-delivered and received by March 8. to: Re-imagine Creek Park c/o San Anselmo Town Hall, 525 San Anselmo Avenue San Anselmo, CA. 94960; Attn: David P. Donery, Town Manager

Evaluation Criteria and Selection Process

Selection of the winning submittal will be based on the most qualified Entrant as determined by evaluation of the following factors:

- Creative ideas and concepts described, indicated and illustrated in the Submittal.
- How well the Submittal addresses the stated project goals and issues.
- How well the Submittal accommodates intended park activities and program.
- Implementation feasibility of the Submittal
- Demonstrated competence and professional qualifications necessary for the satisfactory performance of the services required for the project.

DEADLINE

The deadline for each submittal both in digital/electronic and hard copy formats is: May 8, by 5:00 PM PST.

Any submittal received after this date and time will not be accepted.



SUBMISSION REQUIREMENTS CONT.

SCHEDULE/TIMELINE

(all times shown are PST)

The Town currently anticipates conducting the selection process in accordance with the following list of milestones. This selection process schedule is subject to revision and the Town reserves the right to modify this schedule as necessary, in its sole discretion.

Request for Qualification Stage

- Request for Qualifications issued: March 5, 2019
- Qualifications due by: March 15, 2019 by 5:00 PM
- The shortlisted Entrants list will be sent to all Entrants who have submitted qualifications on: March 26, 2019

Concept Design Competition Stage

- Competition Brief issued to qualified shortlisted Entrants: March 26, 2019
- Competition Brief questions submitted by: April 1, 2019
- A full set of questions and answers will be sent out to each Entrant and posted by: April 3, 2019

Note: the following dates are tentative at this time and are to be confirmed:

- Deadline for Concept Design submittals: May 8, 2019 by 5:00 PM
- At least 3 finalists will be chosen by the CAC and announced and notified on May 14, 2019
- Finalist presentations to Town Council: on Tuesday May 28, 2019
- Selection of winning design by Town Council announced: June 11, 2019

Creekside Commons Implementation Stage (dates/schedule to be confirmed and coordinated with the SAFRR project)

- Submittal of proposal/contract scope, fees and negotiations: completed and executed by early July 2019
- Final Concept Design and Schematic Design (30% design drawings) of total project (Stages 1 and 2): July/August 2019
- Environmental Impact assessment - Aug/Sept 2019
- Design Development (60% and 90% design submittals) and Construction Documents Stage 1 (within the SAFRR): September/October, 2019
- Environmental Analysis Stage 1 (if required): October/November, 2019

- Review and Approvals: October/November 2019
- Stage 1 Bidding (part of SAFRR): November/December 2019
- Design Development and Construction Documents Stage 2 (remainder of project): September 2019 to April 2020
- Environmental Analysis Stage 2 (if required): April/May 2020
- Review and Approvals: May/June 2020
- Stage 2 Bidding: June 2020
- Stage 1 County Construction start (part of SAFRR): Summer 2020
- Stage 2 Creekside Commons Construction start: post County work, tentative Summer 2020

Sponsor Contacts

Sponsor contacts for the Creek Park competition are as follows:

The Town of San Anselmo
Town Hall
525 San Anselmo Avenue
San Anselmo, CA 94960

Contact name: David P. Donery, Town Manager
Email: CreeksideCommonsSA@gmail.com



OFFICIAL RULES

1. The cost of preparation of design competition submittals shall be the sole obligation of the Entrant. All submittals, whether accepted or rejected, shall become the property of the Town.
2. Entrants are responsible for submitting all required information as described in this Competition Brief. Incomplete submissions will not be accepted for consideration. No late submittals will be accepted.
3. Only one entry per individual or team will be accepted; no individual or team may submit more than one entry.
4. The Town of San Anselmo reserves the right to accept or reject any and all submissions received.
5. The Town of San Anselmo does not guarantee that any of the concept designs will be implemented or constructed
6. The Competition Brief does not constitute an offer to contract or a promise for remuneration, recognition or any other thing. Submission of any materials in response to the Competition Brief will not constitute an express or implied contract. The information contained and any event described herein may be changed, amended, modified, canceled, revoked, or abandoned without notice at any time and for any reason in the Town of San Anselmo's sole discretion.
7. By submitting an entry to the competition, each Entrant or team hereby represents and warrants that (1) the submission is his/her/their original work and he/she/they is/are the sole and executive owner and rights holder of the submission and have the right to submit the design in the contest and grant all required licenses; and (2) the submission shall not infringe any third-party proprietary, intellectual property or other rights, including, without limitation, copyright, trademark, design, patent, or confidentiality obligation.
8. All concept designs and work product submitted in this design competition, including, but not limited to, drawings and other documents, completed or partially completed, shall be the property of the Town of San Anselmo, to be used as the Town desires, without restriction on future use. By submitting a concept design, and in consideration of the opportunity afforded by entry in this competition, Entrant conveys, transfers and assigns to the Town all rights under the Federal Copyright Act of 1976 (or any successor copyright statute), as amended, all common law copyrights and all other intellectual property rights acknowledged by law in the designs and work product developed in response to this design competition.
9. Submittal of a design concept for this design competition constitutes Entrant's agreement to allow the design concept and team name/organization/company to be published on websites or in printed and promotional materials owned and/or produced by the Town of San Anselmo.
10. No official or employee of the Town of San Anselmo, or their designees or agents, and no public official who exercises authority over or responsibilities with respect to this competition during her/his tenure or for one year thereafter, shall have any interest, direct or indirect, in any agreement or sub-agreement, or the proceeds thereof, for work to be performed in connection with the contest.



APPENDIX A

- Location map
- Historic North Pacific Coast Railroad “Hub plan
- Historic photos
- Site survey
- San Anselmo Flood Risk Reduction Project (SAFRR) preliminary drawings
- Site photos – aerial
- Site photos – eye level
- Other information

<https://www.townofsananselmo.org/286/Public-Works>

