



STAFF REPORT
9/25/2024

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Award Multiple Professional Services Agreements for On-Call Architectural Design Services for the Commercial Corridor Façade Improvement Program to: DMHA Architecture and Interior Design, BFK Architecture and Planning, and Mour Group Engineering and Design and Authorize the City Manager to Enter into Professional Services Agreements with the Selected Firms in Not-to-Exceed Amounts of \$75,000 Per Firm

STAFF RECOMMENDATION:

Staff recommends that the City Council considers awarding multiple professional services agreements for the on-call architectural design services for the City of Coachella Commercial Corridor Façade Improvement Program to DHMA Architecture and Interior Design, BFK Architecture and Planning, and Mour Group Engineering and Design and authorize the City Manager to enter into professional services agreements with the selected firms in not-to-exceed amounts of \$75,000 per firm.

BACKGROUND:

The Commercial Corridor Façade Improvement Program was approved by the City Council for the segments along Cesar Chavez Street between Sixth Street and Avenue 52 and Sixth Street between Cesar Chavez Street and Grapefruit Boulevard. The Commercial Façade Improvement Grant Program (“Program”) is an endeavor of the City of Coachella to leverage public funds and private investment to enhance the physical appearance and economic vitality of commercial businesses in the Downtown Pueblo Viejo Area and the segments of Cesar Chavez Street between Sixth Street and Avenue 52. The long-term objective is to upgrade the Downtown Pueblo Viejo Area on Cesar Chavez Street between Sixth Street and Avenue 52 and Sixth Street between Cesar Chavez Street and Grapefruit Boulevard, by improving the physical appearance of the area, encouraging the retention of existing businesses, increasing property values, tenant stability, and lease rates for the properties. The program also seeks to fund improvements which create outdoor dining or gathering spaces to promote activity in the downtown.

DISCUSSION/ANALYSIS:

On July 29, 2024, a Request for Proposals (RFP) was issued for On-Call Architectural Design

Services for the Commercial Corridor Façade Improvement Grant Program. The Proposal process closed on August 15, 2024. Proposals were received from four (4) firms and were reviewed by a staff committee. Proposals were received from the following firms:

1. BFK Architecture and Planning (Pasadena, CA)
2. DMHA Architecture and Planning / Henry Lenny Architect (Santa Barbara, CA)
3. Mour Group Engineering and Design (San Diego, CA)
4. Tucker Sadler (San Diego, CA)

The firms were further evaluated based on the following Evaluation Criteria:

Evaluation Criteria	Max Points
Experience & Capacity (prior experience relative to project, including State procedures)	25
Understanding of Scope, Goals and the Work to be Performed	25
Professional Expertise of Team	25
Completeness, Feasibility, and Quality of Submittal	10
Effectiveness of project schedule	15
Total Points	100

BFK Architecture + Planning

The firm incorporated in 2020; Firm inception, 2015. BFK Design Principal Brian Knight has more than 20 years of experience in the planning, design and construction of civic, commercial, transportation, higher education and healthcare projects nationwide. BFK President & CEO, Brian Knight began his career as a graphic designer and art director, working for over 15 years in the publishing, marketing, advertising, branding, and environmental graphics fields. As a design architect, he has worked in a variety of market sectors spanning municipal public works (including Essential Services Buildings), civic, higher education and K-12 to residential, healthcare and transportation. He has been involved in many award-winning built projects from California, Texas, and the western United States to Asia and the Middle East. His work ranges from product design and small interior projects to large-scale developments involving campus- and master-planning design.

DMHA Architecture + Interior Design

DMHA Architecture + Interior Design is a full service architecture, interior design and planning firm headed by Edward DeVicente AIA, CPHC, Ryan Mills, Michael Stroh, and Michael Holliday, FAIA. The firm principals have been responsible for the management, design and construction of over \$500 million in architectural projects over the past 20 years of professional practice. Major projects have been located throughout California, Florida, Hawaii and Costa Rica

and have been completed for major commercial and residential developers, institutions, and private corporations.

Mour Group

Incorporated in 2014, Mour Group is a multi-disciplinary firm offering interconnected, cost effective designs successfully meeting our client's needs. We have extensive experience in the design of facilities, efficiently working on projects from schematic design, through permits and construction. With an emphasis on collaboration, our integrated design approach and strong commitment to quality control ensures our projects are kept within budget and delivered with unparalleled efficiency. We are privileged to serve our clients and celebrate our formation to continue to build our communities now and into the future.

FISCAL IMPACT

Funding for this program was approved from the General Fund in the amount of \$1,000,000.

ALTERNATIVES

1. Approve an Additional Segment for the Commercial Corridor Façade Improvement Grant Program Along Sixth Street Between Cesar Chavez Street and Grapefruit Boulevard to Beautify and Revitalize Additional Commercial Properties in the Pueblo Viejo Downtown District
2. Do not approve the additional segment.

ATTACHMENTS:

1. Professional Services Agreement – BFK Architecture + Planning
2. Professional Services Agreement – DMHA Architecture + Interior Design
3. Professional Services Agreement – Mour Group