

South BROADWAY

REQUEST FOR PROPOSALS

Placemaking and Streetscape Strategy

South Broadway Corridor | 6th Avenue to I-25

Issued by	Broadway Denver General Improvement District
RFP Release Date	8/12/26
Optional Pre-Proposal Meeting	By request
Questions Due	9/1/26
Proposals Due	10/5/26
Submission Contact	Caitlin Braun, Executive Director, broadwaygid@gmail.com , 720-626-8493

Proposals should be submitted electronically in PDF format. Late submissions may not be considered.

1. Invitation and Overview

The Broadway Denver General Improvement District (the "GID") invites qualified urban design, planning, landscape architecture, public realm, branding, wayfinding, placemaking, and/or public art consulting teams to submit proposals to develop a comprehensive Placemaking and Streetscape Strategy for the South Broadway corridor from 6th Avenue to I-25.

The selected consultant will help the GID develop an overall plan (the "Plan") for public improvements and landscaping that can be made now and in the future so as to support and encourage a clean, safe, beautiful, and inviting experience for businesses, residents, customers, employees and visitors of the district while maintaining the many distinctive identities and cultures that already exist within the District. The Plan should address having the District be seen as one cohesive neighborhood with shared values, functional infrastructure and landscaping, while also acknowledging that subareas with different needs exist. It should also support the translation of the existing South Broadway brand into a distinctive, implementable public realm strategy that strengthens district identity, improves the pedestrian experience, supports local businesses, and creates a cohesive framework for future streetscape investments. The Plan should be practical, visually compelling, cost-informed, and ready to guide near-term implementation as well as longer-term capital planning.

The GID expects the Plan to balance creativity with implementation realities, including public right-of-way constraints, maintenance considerations, City and County of Denver requirements, adjacent property conditions, funding opportunities, and coordination with ongoing or future public infrastructure efforts.

2. About the Broadway Denver General Improvement District

The Broadway Denver General Improvement District is a locally organized district serving the South Broadway corridor. The GID supports enhanced services, public realm improvements, district identity, maintenance, safety, cleanliness, marketing, and other activities intended to strengthen the South Broadway Neighborhood as a vibrant, locally distinctive commercial and residential corridor.

For purposes of this RFP, the study area is the area within the GID boundaries, generally spanning Broadway from 6th Avenue on the north to I-25 on the south, including key intersections, pedestrian areas, gateways, public spaces, and publicly visible edges that shape the experience of the district. The GID also includes the west side of Lincoln Street and the north side of Alameda between Lincoln and Cherokee, and the alleys behind. The consultant should consider how improvements can support the entire District while recognizing that different segments may have different character, opportunities, needs and constraints. Please see Attachment A for exact boundaries,

3. Project Goals

- Develop a clear placemaking and streetscape vision that builds from the existing South Broadway brand and reflects the corridor's independent, creative, eclectic, and locally rooted character. The Plan should consider community input from previously administered branding survey.
- Establish a cohesive public realm toolkit that should address street furniture, trash and recycling receptacles, planters and plantings (including trees), banners, signage, lighting considerations, murals, public art, gateways, temporary installations, and other elements that can create a sense of place. The District has existing brand elements that the Plan should consider.

- Identify priority locations and phased improvements that can be implemented by the GID, in coordination with property owners, businesses, community partners, and the City and County of Denver.
- Create a strategy that is attractive, durable, maintainable, cost-conscious, and realistic for a special district with ongoing operations responsibilities.
- Recommend approaches that improve pedestrian comfort, visual continuity, business visibility, cleanliness, safety, wayfinding, a friendly and inviting environment, and the overall sense of arrival into the District.
- Provide concept-level budgets, phasing, and implementation guidance that allow the GID to pursue grants, sponsorships, partnerships, and annual work plan investments.
- Consider the availability of funding to implement the plan and work with the board to identify a comprehensive funding strategy.

4. Scope of Services

The final scope will be negotiated with the selected consultant; however, proposals should address the following tasks at a minimum.

Task 1: Project Initiation and Management

- Conduct a kickoff meeting with GID staff and board representatives.
- Conduct smaller meetings with stakeholders to better understand the needs and perceptions of the different areas in the District.
- Confirm project goals, schedule, deliverables, communication protocols, review points, and decision-making process.
- Review background materials, including the South Broadway brand assets, GID formation materials, maps, service plans, relevant City policies, prior corridor studies and community surveys, and any active projects affecting the corridor.
- Prepare a refined work plan and schedule within two weeks of notice to proceed.

Task 2: Existing Conditions and Public Realm Audit

- Document current streetscape conditions within the District including sidewalk conditions, furnishings, trash receptacles, landscaping and trees, planters, banners, signage, lighting, art, murals, vacant or underutilized edges, gateways, pedestrian conflict areas, and maintenance challenges. Incorporate clean & safe provider data on fixtures and trash needs.
- Identify opportunities where the brand can be emphasized in the public realm.
- Identify segment-by-segment opportunities and constraints, including narrow sidewalks, utility conflicts, transit stops, loading areas, outdoor dining, tree lawns, medians, parking areas, bike lanes, restricted bus lanes, and public/private interface conditions.
- Summarize applicable City and County of Denver review considerations and likely approval pathways for proposed elements.

Task 3: Stakeholder Engagement

The GID seeks a right-sized engagement process that efficiently gathers practical input from those who use, manage, live in, own real estate in and invest in the corridor. Proposals should recommend an engagement approach that may include:

- Interviews or small group meetings with GID board members, property owners, businesses, City staff, maintenance providers, arts/culture partners, neighborhood representatives, and other stakeholders.
- A walking tour or field workshop to identify specific public realm opportunities.
- A brief online targeted survey or interactive map to gather location-based ideas and issues.
- At least one public or stakeholder presentation to review findings and concept directions.
- Review of recent stakeholder and community branding surveys.

The consultant will be expected to synthesize engagement findings into clear design direction, not merely report comments.

Task 4: Brand Translation and Design Principles

- Analyze the existing South Broadway brand and define how its colors, typography, tone, and visual character can be translated into the physical environment.
- Develop public realm design principles that guide decisions about materials, forms, color, durability, maintenance, and flexibility.
- Identify opportunities for consistency while preserving the corridor's eclectic character and avoiding an overly uniform or generic streetscape.

Task 5: Placemaking and Streetscape Toolkit

Develop a coordinated toolkit of recommended streetscape and placemaking elements. The toolkit should include visual examples, preferred specifications or performance criteria, maintenance considerations, approximate cost ranges, and notes on approvals or implementation constraints. At minimum, the toolkit should address:

- Street furniture, including benches, seating, tables, bike racks, and related amenities.
- Trash and recycling receptacles, including placement, maintenance, and branding and possible paid advertising considerations.
- Functional infrastructure such as drain grates, utility boxes, etc.
- Sidewalks, Planters, planting palettes, seasonal color strategies, the addition of tree wells, enhancements of existing tree wells to meet new city standards, and other greening opportunities appropriate for the corridor.
- District signage, gateway markers, pole banners, temporary signs, business-facing signage coordination, and wayfinding.
- Murals, public art, creative lighting concepts, and artist-led interventions.
- Temporary, tactical, and pilot projects that can be used to test ideas before permanent investment.

- Maintenance, replacement, and lifecycle considerations for each recommended element.
- A plan for disposal of outdated infrastructure pieces.

Task 6: Corridor Concepts and Priority Projects

- Develop concept-level recommendations for the overall corridor and for subareas or character zones as appropriate.
- Identify key gateways, nodes, intersections, blank walls, underutilized spaces, and other priority locations for placemaking.
- Prepare illustrative concept plans, precedent imagery, sketches, sections, or renderings sufficient to communicate the strategy to the GID Board, stakeholders, funders, and implementation partners.
- Distinguish between near-term, medium-term, and long-term recommendations.
- Identify quick-win projects that could be implemented within 6 to 12 months, subject to budget and approvals.
- Identify any items that need immediate attention due to safety concerns or potential liability issues.

Task 7: Implementation Plan, Costs, and Funding Strategy

- Provide an implementation matrix identifying project description, location, priority, lead party, partners, estimated cost range, maintenance implications, permitting/approval needs, and anticipated timeline.
- Develop planning-level cost ranges for recommended elements and priority projects.
- Recommend phasing that aligns with realistic GID budget cycles, possible District Bond financing or other debt avenues and potential grant or sponsorship opportunities.
- Identify potential funding, partnership, sponsorship, public art, and private participation strategies.
- Recommend procurement or pilot approaches for furniture, banners, art, planters, and other elements where applicable.

Task 8: Final Strategy and Presentation Materials

- Prepare a polished, GID Board-ready final Placemaking and Streetscape Strategy document in PDF and editable formats.
- Prepare an executive summary suitable for distribution to property owners, businesses, City partners, and potential funders.
- Prepare a final presentation to the GID Board or project committee.
- Provide editable graphics, maps, implementation tables, and relevant source files at project closeout.

5. Expected Deliverables with Dates and Deadlines

- Kickoff meeting agenda, refined work plan, and project schedule.

- Existing conditions and opportunity audit with maps, photographs, and key findings.
- Stakeholder engagement summary.
- Brand translation memo or design principles summary.
- Draft placemaking and streetscape toolkit.
- Draft corridor concepts and priority project recommendations.
- Implementation matrix with planning-level cost ranges and phasing, including capital improvements as well as anticipated ongoing maintenance.
- Draft final strategy for review.
- Final Placemaking and Streetscape Strategy, executive summary, and presentation deck.
- Editable files for maps, graphics, implementation tables, and other materials developed for the project.

6. Proposal Requirements

Proposals should be clear, concise, and complete. The GID encourages teams to demonstrate creativity and relevant experience while focusing on how the team will deliver an implementable strategy for the District. Proposals should include the following:

- Cover letter signed by an authorized representative of the firm.
- Project understanding and approach.
- Evidence of a clear understanding of the neighborhood, including the needs and perspectives of those who live, work, own property within and visit the District.
- A compelling and creative point of view on how the team will translate the South Broadway brand into the public realm.
- Detailed scope of work and methodology organized by task.
- Proposed schedule, including key milestones and review points.
- Team organization chart, key personnel, roles, and resumes or short bios.
- Relevant project examples demonstrating experience with corridors, special districts, placemaking, streetscape design, public realm branding, wayfinding, public art, and implementation planning.
- Engagement approach and assumptions.
- Fee proposal with total not-to-exceed amount, task-level budget, hourly rates, reimbursable expenses, and any optional services.
- Description of assumptions, exclusions, and information needed from the GID.
- At least three client references for comparable work.

- Disclosure of any potential conflicts of interest including but not limited to any existing or prior financial or other relationships the applicant may have with potential recommended vendors or suppliers.
- A statement that all final work products shall be owned by the GID without licensing or limitation to use, discard, or modify as it sees fit.

The GID reserves the right to request clarification, additional information, interviews, or revised proposals from one or more proposers or reject all proposals.

7. Desired Consultant Qualifications

- Demonstrated experience developing implementable placemaking, streetscape, corridor, wayfinding, branding, or public realm strategies.
- Understanding of urban commercial corridors, special districts, business improvement districts, general improvement districts, or comparable district-managed public realm environments.
- Strong graphic communication skills, including the ability to create GID Board-ready visuals, maps, concept sketches, renderings, and implementation materials.
- Experience balancing design quality with maintenance realities, durability, budget constraints, and public approvals.
- Experience working with public agencies, property owners, small businesses, community stakeholders, and multidisciplinary project teams.
- Familiarity with Denver public realm, right-of-way, streetscape, or permitting contexts is preferred but not required.
- Ability to produce practical recommendations that can be phased, funded, procured, and maintained.

8. Project Schedule

The following schedule is anticipated and may be modified by the GID. Proposers should identify any concerns or recommended adjustments.

Milestone	Target Date
RFP released	8/7/26
Optional pre-proposal meeting	Upon request
Questions due	9/1/26
Responses to questions issued	9/7/26
Proposals due	10/5/26
Interviews, if held	10/15/26
Consultant selection	10/19/26
Contract approval / notice to proceed	10/23/26

Draft strategy	1/6/27
Final strategy	2/18/27

The GID anticipates a project duration of approximately 16 weeks from notice to proceed, although proposers may recommend a different schedule based on their proposed approach.

9. Budget & Payment

Our initial budget for this project is \$50,000. Proposers should provide a detailed fee proposal with a total not-to-exceed amount. The GID may negotiate scope and fee with the selected consultant to align the final contract with available resources and project priorities. Proposers may identify optional tasks or add-alternates that would enhance the project if additional funds are available. Additional tasks outside the initial proposed budget are subject to Board approval. Upon selection, the GID and the Proposer will come to an amenable payment schedule for services rendered.

10. Submission Instructions

Submit proposals electronically in PDF format by the deadline listed on the cover page. The subject line should read: "Broadway Denver GID Placemaking and Streetscape Strategy RFP - [Firm Name]."

Submit proposals to: Caitlin Braun, Executive Director, Broadway Denver General Improvement District, broadwaygid@gmail.com, 720-626-8493.

Questions regarding this RFP should be submitted in writing by the deadline listed on the cover page. Responses may be distributed to all known interested proposers. No oral statements or interpretations shall modify the requirements of this RFP unless confirmed in writing by the GID.

11. Evaluation Criteria

Proposals will be evaluated based on the following criteria. The GID is not required to select the lowest-cost proposal and may select the proposal determined to provide the best overall value to the District or reject all proposals.

Criteria	Weight
Understanding of the assignment, corridor context, and project goals	20%
Quality, creativity, and practicality of proposed approach	25%
Relevant experience and qualifications of the firm/team	20%
Implementation orientation, cost awareness, and maintenance sensitivity	15%
Engagement approach and communication style	10%
Fee proposal and overall value	10%

12. Selection Process

- The GID will review proposals for responsiveness and alignment with the RFP.
- The GID may invite one or more firms to participate in interviews.
- The GID may request revised scopes, budgets, schedules, or clarifications from one or more applicants before making a final decision.
- Final selection and contract authorization will be made in accordance with GID policies and applicable law.
- The selected consultant should be prepared to provide required insurance documentation, a scope of services, fee schedule, and any other contract materials requested by the GID.

13. Contracting, Insurance, and Compliance

The selected consultant will be expected to enter into a professional services agreement with the GID. The agreement may include standard provisions related to scope, compensation, schedule, insurance, indemnification, ownership of work product, confidentiality, records, termination, compliance with applicable laws, and conflicts of interest.

At minimum, proposers should be prepared to provide evidence of commercially reasonable insurance coverage appropriate to the services provided, which may include commercial general liability, automobile liability, workers compensation, professional liability/errors and omissions, and other coverage as requested by the GID.

14. RFP Terms and Conditions

- The GID reserves the right to accept or reject any or all proposals, waive informalities, request additional information, or cancel this RFP at any time.
- Issuance of this RFP does not commit the GID to award a contract or pay any costs incurred in preparing a proposal.
- All materials submitted become the property of the GID and may be subject to public disclosure requirements unless clearly identified as confidential to the extent permitted by law.
- Proposers are responsible for all costs associated with preparing and submitting proposals, participating in interviews, and negotiating a contract.
- The selected consultant may not begin work until a contract has been fully executed and any required notice to proceed has been issued.
- The GID may negotiate scope, schedule, and fee with the selected consultant.

15. Optional Services or Add-Alternates

Proposers may identify optional services that could strengthen implementation, including but not limited to:

- Detailed design or construction documentation for priority streetscape elements.
- Construction, construction management, or installation services for different elements.

- Banner, sign, or wayfinding design packages using existing branding.
- Public art program administration or artist selection support.
- Grant writing or sponsorship package development.
- Pilot project design and implementation support.
- Procurement support for furniture, planters, receptacles, or other streetscape elements.
- Additional renderings, animations, or public presentation materials.

Attachment A: Study Area

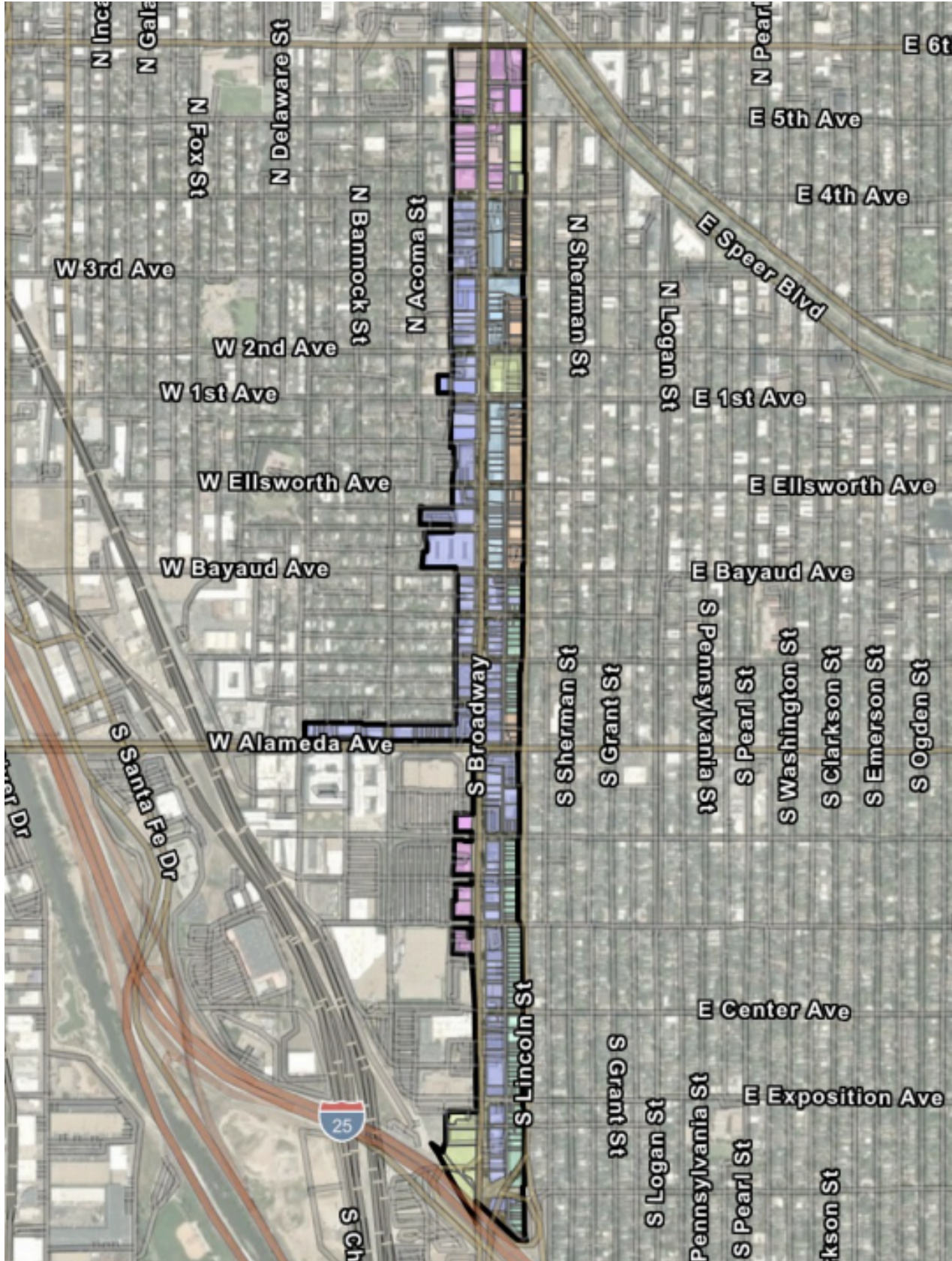
Please see the diagram attached for the District boundaries.

Attachment B: Existing South Broadway Brand

The selected consultant will receive the current South Broadway brand assets and should use them as a foundation for translating the brand into the public realm. The strategy should build on the existing identity rather than inventing an unrelated brand system. The GID is especially interested in how the current brand can inform materials, color, tone, signage, banners, furniture, planters, murals, art, gateways, and other district-defining elements.



Attachment A: Study Area



Attachment B: Existing Branding

