



**November 3, 2025**

**REQUEST FOR PROPOSALS (RFP)  
PROFESSIONAL SERVICES**

**FOR**

**OCEANSIDE OVERHEAD ARCHWAY MONUMENT ANALYSIS &  
DESIGN**

Proposal DUE:  
**December 15, 2025**

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City of Oceanside – Engineering Division  
300 North Coast Highway  
Oceanside, CA, 92054  
(760) 405-7513

## **BACKGROUND**

The City of Oceanside ("City") is requesting proposals from Architectural and Engineering firms ("Consultant") to conduct a location analysis and prepare artistic and structural design(s) for the proposed Oceanside Overhead Archway Monument ("Monument") Project. The Monument would be located within the public right-of-way in the Downtown area along Mission Avenue between Horne Street and Coast Highway or along Coast Highway from SR-76 to Seagaze Drive. Approved by the City Council as a part of the FY 2025-26 Capital Improvement Program, the main goal of the project is to develop a unique overhead monument sign at a gateway location that welcomes visitors to the Downtown – ready in time for the 2028 Summer Olympics.

## **SCOPE OF SERVICES**

The City will employ consultant services to perform a location analysis, develop up to three artistic designs, conduct community outreach to vet those designs, and prepare final construction drawings for the proposed Monument.

Consultant services include providing the City with relevant elements of civil, structural, electrical and architectural design(s), community outreach services, final construction plans and documents, cost estimations, reports, a design schedule, and bidding and construction administration services. This project will provide a final design package sufficient to bid out for construction. The Consultant shall submit all deliverables electronically to the City during all phases of work; submit the necessary number of wet signed sets for the building permit review/approval. A Rough Order Magnitude (ROM) of costs will be submitted at the Monument Conceptual Design (Task 3) to serve as an on-going basis for design development. The ROM will be refined with each submittal.

The Consultant shall demonstrate, through the submitted qualifications and proposal, the experience, vision and services necessary to provide successful handling of design development, approvals, and construction support necessary for this project. The prospective Consultant will be evaluated based on information submitted in response to the criteria included in this Request for Proposals (RFP).

Once a selection is made, the City will enter into contract negotiations with the consultant firm. Upon successful negotiations and approval from City Council, the City and consultant will enter into a professional services agreement with an anticipated start date of early 2026.

City-required fees for plan reviews, permits, and inspection will be paid for by the City. The Consultant will coordinate with the City's Project Manager for necessary submittals to each department, who will determine the required fees and will pay those fees accordingly. The City will also pay any necessary regulatory agency fees; coordinate submittal with the Project Manager so that payment can be arranged.

At the end of the project, the Consultant shall obtain redline project drawings from the contractor and the inspectors and shall incorporate these approved changes into a final set of Record Drawings to be provided in native file as well as PDF formats.

## **Summary of Project Tasks**

The Consultant shall identify tasks and deliverables for the work. Tasks and deliverables should include, but not be limited to, each or a combination of the following:

### **Task 1: Public Outreach**

This task focuses on publicizing the project, informing the public on how to participate in the design process, and solicitation of feedback and engagement from the public and stakeholders to:

- Identify Goals & Objectives
- Define Location and Design Alternatives
- Refine Location and Design Alternatives

### **Outreach and Engagement Plan (OEP)**

The OEP will be developed at the onset of the project and discussed at the initial kick-off meeting. The OEP will include key messaging, list of stakeholders, the engagement strategies including details as to how the engagement strategies will specifically inform Tasks 2 and 3.

All outreach materials will be in English and Spanish, and translators & sign language interpreters will be present at all events as needed. All materials will be provided in an in-person format as well as online. Presentations will be at wi-fi accessible locations such as the library community rooms and local schools.

The engagement strategies described below shall be included in the OEP and specifically refer to activities that occur throughout the project process to support Tasks 2 and 3 and create a feedback loop with the broader community. City staff will assist in the planning and deployment of engagement methods, will hear reports on the outreach process and results, and provide input on how to adjust and refine engagement as the project unfolds.

There are multiple proposed multi-use developments along Mission Avenue. The frontage of these development shall be considered when assessing the location for the Monument. The consultant shall plan to engage the development teams and initiate coordination discussions for the opportunity for a partnership.

### **Develop and Maintain Social Media Campaign**

At the start of the project, the Consultant will work with the City's communications team to establish a plan to publicize the project, its progress, and how the public may get involved with the public planning process. City staff will post informational updates via the City newsletter "The Tide," and on Facebook, Instagram, X, NextDoor, etc. to notify the public of upcoming outreach events.

### Community Open House Workshop

The Consultant will plan and implement two public open house workshop meetings with the community (one each during Tasks 2 and 3). This workshop will focus on generating broader public interest, involvement, and feedback on the Location Analysis and preliminary Monument designs, before moving forward into the final design/construction drawings stage.

### Survey

During Tasks 2 and 3, the Consultant will develop an online survey (in both English and Spanish) that can be distributed through the City's existing outreach channels. The survey will focus on seeking input on proposed Monument design options and ranking. The survey tool will be visual and photo-based to allow for easy consumption and will be used throughout the public outreach process.

### Public Outreach Data Management

The Consultant will manage and organize public engagement data as well as public feedback obtained from the social media platforms and the community open house workshop. The Consultant will prepare a Public Outreach Summary Report to highlight key findings. This creation of referenceable material will directly aid the decision of the preferred conceptual Monument design and be utilized in the Draft and Final Reports (Task 4).

<b>Task Deliverables</b>
Outreach and Engagement Plan (OEP) (PDF)
Bilingual survey (with Tasks 2 and 3)
2 Community Open House Workshops with the public during location and conceptual designs analyses (Tasks 2 & 3)
Workshop Materials (e.g., PowerPoint Presentation, flyers, social media announcements, sign-in sheets, community survey, conceptual renderings, bilingual services)
All public meetings will be provided with Spanish translation services
Social Media Campaign (PDF), Social Media Content (Digital)
Public Outreach Summary Report (PDF)

### **Task 2: Location Analysis**

The Consultant shall begin this task by conducting a location analysis to determine whether the proposed Monument can be practically constructed at the preferred location along Mission Avenue between Horne Street and Freeman Street. The Consultant shall also provide up to three potential location alternatives that evaluate whether other feasible sites exist. The analyzed area for alternative locations shall be limited to the remainder of Mission Avenue from Freeman Street to Pacific Street, Coast Highway from State Route 76 to Seagaze Drive, and along Pier View Way.

Because a portion of the Downtown area is within the California Coastal Commission's permitting and appealing jurisdictions, some considered sites may be within the Coastal Commission's jurisdictions.

This study must include a visual impacts analysis along our coastal view corridors and an assessment of vehicular sight visibility and ambient appeal. The location alternatives shall be proposed in a manner that shows a realistic depiction of a generic overhead monument at each of the locations.

#### Conceptual Location Refinement & Final Ranking

The Consultant will rank location alternatives based on the above factors to develop and refine a preferred location. A fatal flaw analysis will screen out locations for costs, impacts, utility conflicts (Dig-alert and ground penetrating radar), and stakeholder concerns.

The Consultant will present the alternatives analysis findings to the City's Executive Management Team to solicit additional feedback and engagement. This will be achieved with a subsequent meeting to gather comments and/or concerns for each of the alternatives. The feedback will be used to develop a single preferred refined location alternative, with identification of feasible variations within the Downtown area.

The Consultant will utilize the preferred location to generate renderings of the conceptual Monument designs as part of Task 3.

<b>Task Deliverables</b>
3 Location Alternatives (Renderings, Drawings, CAD)
Locations Alternatives Draft and Final Ranking Memorandum

### **Task 3: Monument Conceptual Design**

#### Conceptual Design Components Creation

Following the Location Analysis (Task 2), the Consultant shall prepare up to three design options for each of the components of the Monument: columns, overhead member, and "OCEANSIDE" font. Consideration for the component options shall be based on site layout, community architectural appeal, maintenance & operational needs, and concepts inspired by the community (Attachment 1). Attachment 1 is provided for reference only and for inspirational purposes. The designs must be in accordance with the General Plan and Signing Ordinance. Consultant is encouraged to incorporate input gathered through the community outreach process, as well as consider creative influences by Irving Gill architecture, and other Oceanside arts & culture assets in the Oceanside CA Cultural District. It is highly encouraged to explore lighting options into the component designs. A few examples include internal illumination, string lighting, and/or light lanterns on top of the columns. A fatal flaw analysis will screen out options for costs, impacts, and stakeholder concerns.

In coordination with City staff, the Consultant will prepare materials for the Community Open House Workshop in Task 1. The workshop will give the public an opportunity to provide their feedback on the various component options and rank them accordingly. The Consultant will include the workshop's findings in the Public Outreach Summary Report of Task 1.

### Final Monument Design

Based on the work above, the Consultant will be tasked to refine a preferred Monument design utilizing the highest-ranked design option for each of the components. The Consultant will present the workshop findings and preferred design to the City's Executive Management Team to solicit additional feedback and engagement. The feedback will be used to develop the final Monument design, with identification of other design variations.

The Consultant will utilize the preferred design to generate renderings of the final Monument design as part of Task 3.

<b>Task Deliverables</b>
3 Design Options for each Component (Renderings, PDF)
Final Monument Design (Rendering, PDF)

### **Task 4: Draft and Final Report**

The report will be supported by the findings in Tasks 1-3 and will memorialize the project process, highlight the results from engaging the community in Task 1, and will aid the development and refinement of the preferred location and final Monument design. The draft report will synthesize the work completed in the preceding tasks to create a Final Report.

The report will contain (at a minimum) the following categories: Cover Page; Executive Summary; Introduction; Public Outreach; Locations Analysis; Design Analysis; Preliminary Cost Estimate; Implementation and Financial Plan.

Once the draft report has been developed, the report will be available for review by City Staff. Once comments have been consolidated and reviewed by City staff, the Consultant will address the comments and review the responses with City staff for approval to include in the final draft.

The final report will be delivered electronically to City staff. The final report shall be a highly graphic, usable implementation document.

<b>Task Deliverables</b>
Draft Monument Assessment Report (PDF, ADA Accessible)
Comments Matrix (PDF, ADA Accessible)
Final Monument Assessment Report (PDF, ADA Accessible)

### **Task 5: Permitting and Presentations/Public Hearings**

The City's Fire, Traffic, Water Utilities, and Development Services (Planning, Building, and Engineering) Departments will play a key role in the review and approval of all plans. The selected consulting firm will be required to coordinate these items with San Diego Gas and Electric (SDG&E) in the event that the final Monument design incorporates electrical.

As part of this task, the Consultant shall assist City staff by providing technical support in preparing a Coastal Development Permit (CDP) application, if necessary. This includes

preparing drawings, exhibits, and supporting documentation as required for agency review. Early coordination with the California Coastal Commission is required. The Consultant shall identify all permitting requirements and deliver materials needed to initiate the formal review processes. Please provide the cost for CDP support as its own line item.

Based on the proposed improvements, it is understood the project would qualify for a CEQA Categorical Exemption, specifically under Section 15303, Class 3(e) – New Construction or Conversion of Small Structures, which states that a project involves the construction and location of limited numbers of new, small facilities or structures. Working in concert with the City, the consultant shall prepare a Draft Categorical Exemption supported by the project design and the understanding described above. The consultant will then prepare a Final Categorical Exemption and assemble the final package, including design plans and a detailed project description for City processing and posting.

The project team will make presentations to the Downtown Advisory Committee, Arts Commission, and City Council, if necessary, summarizing efforts and presenting the Monument analysis and design.

The Consultant will support up to 3 presentations/public hearings by attending and presenting as requested by City staff. Final action will be taken by City Council. Any requested changes to the Final Report will be revised by the Consultant and delivered for adoption.

<b>Task Deliverables</b>
3 Presentations/Public Hearing Attendance
Final Report for City Council
Final Report with Final Action taken by City Council on Adoption of Report

## **Task 6: Final Design and Permits**

Once entitlement direction is confirmed, the Consultant shall prepare full construction documents, including all Plans, Specifications, and Estimates (PS&E), to support regulatory review, permitting, and public construction bidding. Final design documents must address all applicable agency requirements and incorporate prior comments from the Coastal Commission. The Consultant shall coordinate with the City's Building Division for plan check review and provide revisions as necessary. Final documents must be submitted at 90%, 95%, and 100% completion milestones electronically. The Consultant shall also assist the City with obtaining final approvals from the Coastal Commission and City's Building Division, as necessary.

<b>Task Deliverables</b>
90%, 95%, and 100% Plans, Specifications, and Estimate documents (PDF, CAD, Microsoft Excel)
Regulatory Permit Approvals

## **SPECIAL REQUIREMENTS**

1. **Coastal Act Compliance:** The Monument is intended to be located within the Downtown area, which is partially under the Coastal Commission's permitting and appealing jurisdictions. Therefore, a Coastal Development Permit may be required from the Coastal Commission depending on the location of the Monument. The standard of review will be the Chapter 3 policies of the Coastal Act, with the City's certified Local Coastal Program (LCP) serving as guidance. The Consultant shall include a detailed analysis demonstrating how the proposed development is consistent with, and adequately implements, the applicable policies of Chapter 3 of the Coastal Act.
2. **Location Alternatives Analysis:** The Consultant shall provide an alternatives analysis that evaluates up to three additional locations for the proposed Monument. This analysis must consider sites where construction would not be within the Coastal Commission's jurisdiction, assessing the feasibility and impacts of each alternative.
3. **Community Outreach:** Informing the community how they can participate in the planning process and provide feedback will be imperative. This project also has stakeholders at the local level and it is critical that all stakeholders are engaged simultaneously. The City's Arts Commission, MainStreet Oceanside, City's Economic Development Department, Oceanside CA Cultural District, Visit Oceanside, Oceanside Chamber of Commerce, and Downtown Advisory Committee will be key stakeholders who will help share project information out to residents and businesses. At each step of the project process, the project team will engage stakeholders to share information to their broader networks, as well as help collect information back regarding the design of the Monument. The community and stakeholders are an essential part of the outreach process and plan development.

## **RFP SUBMITTAL CONTENT**

### **Technical Proposal**

To respond to this request for proposals, the City asks for a proposed scope of work for each category contemplated, proposed project manager, cost proposal, and schedule for completing the project. Submit three copies of the proposal, and one PDF copy on a new, unused "thumb" drive. The PDF shall be no larger than 10 megabytes, and include all relevant signatures. Page limitations are listed below; double sided pages will count for two pages in the overall page count as will sheets listed "Left Blank Intentionally," so please plan accordingly.

It is requested that responses to this RFP not regurgitate the information contained herein but rather that the responses expand and elaborate on the information requested. It is further requested that responses demonstrate an understanding of the requested services.

Contents of the responsive proposal shall include (**all Font shall be Arial 12 point**):



1. Cover Letter (may be used for single or multiple categories) – 3 pages maximum
  - a. Include a statement regarding City Insurance Requirements
  - b. Include a statement regarding payment of Prevailing Wages as required
  - c. Include a statement regarding stability of Schedule of Hourly Billing Rates for the initial 3-year contract period
  - d. Include any exceptions to the RFP or contained language or the attached Professional Services Agreement template
  - e. Signed by those with authority to contractually enter into a written agreement between the consulting firm(s) and the City
2. Proposed Scope of Services– 20 pages maximum
  - a. Proposed Services, Deliverables and Method of Delivery
  - b. Project Manager (single point of contact for the firm) providing a one paragraph explanation why the PM was selected – include resume in Appendices
  - c. LEED level work is not required or requested for this project
  - d. Provide a Schedule showing Project Milestones and Deadlines, including significant events and deliverables
  - e. Provide a list of proposed subconsultants (this list cannot change without written concurrence from the City ten (10) days prior to the substitution)
3. Organizational Chart noting lead firm and subconsultants
4. References – 7 pages maximum
  - a. Provide at least five (5); must include the City of Oceanside or neighboring North San Diego County agencies if applicable
  - b. Must be current within the last five (5) years
  - c. Current Contact Name, Title, telephone number, email, and how long the firm has worked with the current individual – if the City cannot reach the Contacts listed, this may disqualify the firm from further consideration
  - d. Services provided
  - e. Issues with meeting deadlines or contract requirements
5. Appendices – 3 pages maximum per individual resume, 15 pages maximum for all other materials

### **Cost Proposal**

The cost proposal shall be as outlined in Scope of Services above. Develop cost fees for the service based on hourly rates. Provide a clear breakdown of these costs by task. The task order shall represent the proposed scope. Each task shall include the proposed staffing effort, with corresponding hourly rates. The cost proposal shall identify and include sub

consultant fee breakdown. Please list all service expenses and reimbursable allowances. The cost proposal shall be submitted in a separate sealed envelope and labeled "Cost Proposal".

### **CONSULTANT SELECTION PROCESS AND CRITERIA**

Each proposal will be evaluated by a City-appointed consultant selection committee. The City reserves the right to reject any and all proposals submitted and/or request additional information for clarification. This RFP does not commit the City to award a contract or pay any costs associated with the preparation of a proposal. A summary of the City's selection process is as follows:

- Qualifications and proposals will be reviewed and ranked by the selection committee.
- The selection committee will determine the top-ranked firm and start the negotiation process.
- The professional service agreement for the project is subject to City Council approval.

Proposals will be reviewed based on the following criteria:

- Proposed approach to the project.
- Previous experience with similar projects.
- Past success with managing all processes, procedures and paperwork for similar projects.
- Qualifications of team members.
- Satisfaction of previous clients.
- Demonstrate project understanding and the ability to provide a quality product in the time frame allotted.

Staff may select the highest rated firms to interview; interviews are not guaranteed and negotiations may occur with the highest rank firm without the benefit of an interview. In the event of interviews, the selected firms will be invited to meet with a panel comprised of staff from Development Services, Fire, and the City Managers Offices.

The most successful Proposer will be required to enter into a contractual agreement with the City, inclusive of insurance and indemnifications requirements with the City in accordance with the Professional Services Agreement (Attachment A). All proposed exceptions to the consultant contract must be listed in the consultant's proposal.

The City is not responsible for costs associated with the preparation of the proposals; there is no express or implied obligation for the City to reimburse Consultant for any expenses incurred in preparing or submitting a SOQ and Proposal. The City reserves the right to accept or reject any and all proposals.

## **CONSULTANT SELECTION SCHEDULE**

- |                              |                              |
|------------------------------|------------------------------|
| • Issue Request for Proposal | November 3, 2025             |
| • Questions due              | December 8, 2025 at 4:00 pm  |
| • Responses to Questions     | December 10, 2025            |
| • Consultant Proposals Due   | December 15, 2025 at 4:00 pm |
| • Evaluations                | Dec. 16 – Dec. 23, 2025      |
| • Interviews                 | To Be Determined             |

The successful Consultant will be required to enter into a contractual agreement, inclusive of insurance and indemnifications requirements with the City of Oceanside in accordance with the Standard Professional Services Agreement (Attachment A). **Please indicate in the cover letter, that the firm understands the above requirements of the contract, and accepts these requirements.**

## **INVOICING**

Upon execution of a contract and issuance of a Task Order, Consultant Invoices shall contain:

- Original Task Order Amount
- Additions to Task Order
- Revised Task Order Amount

Invoices received without this information will be return unpaid until corrections to the invoices have been made. All invoices shall be sent to Maria Hernandez.

## **PROFESSIONAL SERVICES AGREEMENT**

The successful consultant will be required to enter into a contractual agreement with the City, inclusive of insurance and indemnifications requirements with the City in accordance with the Professional Services Agreement (Attachment 2). Award of contract(s) will be subject to approval by the City Council.

The City is not responsible for costs associated with the preparation of the proposals; there is no express or implied obligation for the City to reimburse Consultant for any expenses incurred in preparing or submitting a proposal. The City reserves the right to accept or reject any and all proposals. All data, documents, and other products submitted in response to this RFP remain the property of the City. Submission of a proposal indicates acceptance by the Consultant of the conditions contained in this RFP and any appendices hereto, unless clearly and specifically noted in the proposal and confirmed in the contract between the City and the selected consultant.

The selected consultant will also be required to fill out the attached Vendor Application Packet before a contract will be awarded.

Materials submitted by consultant are subject to public inspection under the California Public Records Act (Government Code Section 6250 et seq.), unless exempt.

Please review the Professional Services Agreement and indicate that its standard provisions are acceptable.

### **PROCEDURE FOR SUBMISSION**

The consultant may submit the proposal via email providing the attachments do not exceed 10 megabytes (10MB) in size. It is the consultant's responsibility to verify receipt of the email along with all attachments. Do not assume the City has received the submittal. Drop Box or FTP sites will not be accepted. Technical and Cost Proposals shall be separate files and shall be PDF format.

The consultant may also mail or hand deliver a copy of the Technical and Cost Proposals. Technical and Cost Proposals may be packaged separately in the same envelope. Mailed documents will be received via a central location and may not be delivered to the Engineering Division in a timely manner or at the designated time. No allowances will be made for mailed packets not delivered in time. Mailed or hand delivered documents shall be addressed as noted:

Attn. Maria Hernandez  
City of Oceanside – Engineering Division  
300 North Coast Highway  
Oceanside, CA, 92054  
(760) 405-7513

**Due Date: December 15, 2025 at 4:00pm**

All data, documents, and other products submitted in response to this RFP remain the property of the City. City reserves the right to retain all proposals submitted and to use any idea(s) in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the Consultant of the conditions contained in this RFP and any appendices hereto, unless clearly and specifically noted in the proposal and confirmed in the contract between the City and the selected Consultant.

Materials submitted by the Consultant are subject to public inspection under the California Public Records Act (Government Code Section 6250 et seq.), unless exempt.

Please review the Professional Services Agreement and indicate whether the standard provisions are acceptable as noted in the Cover Letter.

The City of Oceanside appreciates your response. Please call Maria Hernandez at (760) 405-7513 or e-mail [MaHernandez@oceansideca.org](mailto:MaHernandez@oceansideca.org) with questions you may have.

**This RFP will be available for viewing and downloading on the BidNet website at [www.bidnetdirect.com](http://www.bidnetdirect.com). Questions can be made on BidNet and Responses to Questions received will be posted on BidNet via addendums. No questions will be accepted after 4:00**

pm December 8, 2025; the last response via addendum will be posted to the BidNet website by 5:00 pm December 10, 2025.

**ATTACHMENTS**

Attachment 1 – Community-Inspired Monument Design Concepts

Attachment 2 – Professional Services Agreement

Attachment 3 – Consultant Rating Form (for reference only)