



Request for Proposal

ISSUED BY THE
NEW MORRIS PARK ALLIANCE
APRIL 15, 2008

Revised
May 1, 2008

Morris Park
Master Plan

THE NEW MORRIS PARK ALLIANCE

Organizing Entity

Victorian Village Inc. Community Development Corporation

Association for the Preservation of Tennessee Antiquities

Center City Commission

Collins Chapel CME Church

Department of Housing & Community Development

Legends Park

McCormack Baron Salazar

Memphis Housing Authority

Memphis Park Services

Methodist Le Bonheur Healthcare

The Residents of Victorian Village &
Winchester Park

The Urban Child Institute

Winchester Park Steering Committee

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CONTENTS

A.	Addendum – Revised as of May 1, 2008	1
I.	Introduction	2
II.	General Information	2
III.	Scope of Service	3
IV.	Eligibility	3
V.	Selection Criteria	4
VI.	Submission Requirements	5
VII.	Reimbursables	7
VIII.	Miscellaneous Conditions	7
IX.	Meeting Logistics	7
X.	Proposed Schedule	7
XI.	Context Map	9
XII.	Detailed Area Map	10
XIII.	Reference Photos	11
XIV.	Bid Form	13

Addendum

By means of this Addendum to the Morris Park Request for Proposals (RFP), proposers are hereby notified of a modification to the terms of the RFP. Proposals will be judged by their qualifications to perform the services listed and the manner in which they propose to execute the work, however they will not be judged by the fee associated with the proposal. Following the submission deadline, a short list of qualified proposers will be created and at the appropriate time will be invited to submit a detailed scope and fee schedule for the work as amended at that time. Although proposals will not be judged by the proposed fee, an estimated range of professional fees based upon a standard hourly rate schedule must still be submitted during this round to permit further consideration.

REQUEST FOR PROPOSAL

THE NEW MORRIS PARK MASTER PLAN

I. INTRODUCTION

The Morris Park Alliance (MPA) is looking for a designer to create the next great urban park in downtown Memphis, Tennessee.

Morris Park, 6.0 acres and approximately 630 ft. by 340 ft., is located at the gateway to downtown Memphis. It is found at the crossroads of Poplar Avenue and Manassas Street. It covers one city block with rolling terrain. The existing conditions include two short basketball courts, two playground areas, and a 20 x 20 ft. covered pavilion.

The park is a focal point of a Victorian-era neighborhood, bordered by Collins Chapel, the first African American church in Memphis, the Episcopal Cathedral, Le Bonheur/Methodist Hospital, and residential high-rises. The park has great potential to become a model urban oasis, but it is currently a dangerous, uninviting area where drug dealers hang out.

To make this vision of a new park a reality, an unprecedented alliance of city government, business and religious leaders, ordinary citizens and residents have come together to oversee the park design and construction on this under-utilized site. The local community development corporation, Victorian Village Incorporated (VVI), is spearheading the effort and bringing the stakeholders together to find the common and inspired solutions to this challenge.

The redesigned park should provide activities and facilities that draw people from a two-mile radius. There should be places to exercise and relax, places of inspiration and reflection. It should be a place where people of different ages, income levels and backgrounds can interact with one another and enjoy one another's company in a congenial and safe atmosphere. It should become a gathering place for the envisioned neighborhood, and a verdant retreat from concrete urban architecture. It should reflect the neighborhood's architectural heritage, becoming a welcoming gateway to downtown and the Medical District.

II. GENERAL INFORMATION

Morris Park is at ground zero of a comprehensive master plan to create a world class medical district in Memphis. Major improvements in downtown Memphis, in the medical district, and on the St. Jude Children's Hospital campus are coordinated with plans to redevelop the Victorian Village neighborhood and Legends Park Hope VI project. Links to all of these master plans can be found at www.victorianvillageinc.org

III. SCOPE OF SERVICE

The successful design firm will be required to hold a series of meetings in or adjacent to the park with the stakeholders and area residents to produce a Needs Assessment Study. VVI will coordinate these stakeholder meetings in concert with the park designer.

This document will then become the programmatic design guide in developing the creative concept studies, and the re-tasking of park activities. At the conclusion of the Concept Design phase, the designer(s) will return and meet again with the stakeholder group for design presentation and comments. Scheduled milestone meetings with the client's representative will occur during the Design Development phase. The final deliverable is a Master Plan that covers current conditions, park re-design, estimated costs, recommendations, priorities, and potential funding sources. The final Master Plan will consist of 20 paper copies, one e-mail PDF file, five CD copies, and optional presentation board(s) 30 inches by 42 inches.

IV. ELIGIBILITY

MPA seeks to draw as wide a variety of firms as possible, including large and small, local and national, prominent and unknown. Submissions are welcomed from architecture, landscape architecture, and planning firms. Small firms are encouraged to compliment any potential shortcoming by creating teams. The submission should make it clear who is to lead the project.

The MPA strives for a goal of at least twenty percent (20%) participation in all projects by Women/Minority Business Enterprises. The developer will commit to meet this goal in developing this project or, if unable to do so, will document what best faith efforts will be made toward achieving the goal.

Participation in the Morris Park RFP is open to all individuals, firms and teams with the following exceptions:

- Board members and employees of any of the MPA partners.
- Immediate family members of board members.
- Employees and elected officials of the governments of Memphis or Shelby County

V. SELECTION CRITERIA

The selection of architectural and/or landscape architectural firms or individuals for this innovative design process will be based on the criteria outlined below. Using this criteria, MPA will evaluate and access all submissions.

Each respondent is asked to submit materials that highlight its unique strengths, urban design talents, planning philosophy, sensitivity to the public realm, approach to creating space, and breadth of knowledge and experience. In evaluating submissions pursuant to this request, MPA will place high value on the following factors, not necessarily listed in order of importance.

1. **Quality of work product** as demonstrated in submitted work samples of architecture, urban design, planning, and landscape architecture projects, whether built or un-built. Participants, whose efforts represent outstanding principles of design quality, should present examples of work indicating the following:
 - **Inspiration**
Buildings, urban districts, public spaces and environments that are extraordinary in their ability to elevate people's everyday experience and their sense of community.
 - **Understanding**
Projects that synthesize disparate or contradictory information in an energetic way so that the whole is greater than the sum or the product of the parts.
 - **Security**
Projects that create a sense of place that provide a feeling of security; a public space with clear site lines, good lighting, and clear boundaries
 - **Scale**
Projects that demonstrate an understanding of scale and connection beyond the immediate site.
 - **Sensitivity**
Projects that are unique to a place and program, rather than generic solutions.
 - **Financial Sustainability**
Projects that minimize the long-term operating expenses.
 - **Environmental Sustainability**
Designs that embrace an understanding of the human relationship with the environment and reflect the newest thinking in natural resource conservation and sustainable building design.

2. **Innovative and Outstanding Work Experience and Unique Qualifications.**
Responses to this request for qualifications should present work that addresses the following:
 - **Designing Parks and Public Spaces**
Projects that shape public spaces that create a variety of experiences, that make the fullest use of space, and that attract people to use the space intensively.

- **Access and Circulation**
Projects in which arrival and movement are an integral and innovative part of the design.
- **Environmental Sensitivity**
Projects that exhibit design with an emphasis on enhancing the environment of Morris Park to create a variety of habitats, to encourage biodiversity and ecological productivity, and to create a meaningful interaction between human visitors and nature.
- **Community Sensibilities**
Projects that through careful attention to urban design and variety of use integrate the needs of disparate populations.
- **Adaptability**
Projects that showcase a keen interest in design that adapts, or have the capacity to adapt, to future program or use changes.

3. Leadership

- **Commitment of Principals to Lead the Team**
Individuals or firms' principals who demonstrate a keen interest in participating, if selected, through the duration of the Design Process.

4. People Skills

- **Ability to Work Well with Client**
Firm demonstrates an ability to listen to and respond to clients' priorities, to find thoughtful solutions, and to accept criticism in a constructive fashion.
- **Ability to Communicate with the Public**
Firm's ability to convey ideas and design principles in a clear, intelligible fashion to a broader audience.

VI. SUBMISSION REQUIREMENTS

Format of Entries: Each submittal entry shall be limited to no more than 15 pages, 8.5" x 11" or A4 vertical format, single sided, with one electronic PDF copy on CD. MPA will not consider anything other than those 15 pages. Each page should be clearly numbered and labeled and have the page number and name of the individual or lead firm located at the top right of each page header. In summary, each entry shall exactly follow the format stated below:

- Provide six paper copies
- Limit is exactly 15 pages
- Size: 8.5" x 11" or A4
- One presentation board 30" x 42" (optional)
- Vertical (portrait) layout
- Single-sided
- Firm name and page number on top right header of each page.

Return of Entries: Responses to this RFP will not be returned and the MPA assumes no responsibility for damaged or lost responses. All the information submitted will be kept confidential.

Content of Entries: Respondents to the RFP are asked to provide relevant and concise information about the following:

Contact Information: Please include the following in a clear and concise manner using the format order below:

1. Lead firm or individual name
2. Contact person
3. License information of lead firm principal or individual (if applicable)
4. Telephone, fax, and mobile numbers
5. E-mail address
6. Street address of lead firm or individual
7. Web site of lead firm or individual
8. Year firm or individual practice was established
9. Type of work or specialty
10. Size of firm, including separate counts of:
 - Registered architects
 - Professional planners
 - Registered landscape architects
 - Professional engineers
 - Other pertinent persons
11. If a US firm, indicate MBE/WBE (Minority Business Enterprise or Women's Business Enterprise as certified by the State of Tennessee or relevant state)
12. Signature, with date, of lead individual

Full Composition of Team and Schedule of Rates

Experience

Personnel

Methodological Approach

Organizational Approach

Public Space Work Sample

Conflicts of Interest/Pending Litigations(s):

Please submit a statement describing any potential conflict of interest or appearance of impropriety, relating to other clients of the respondent, or officers, directors, and employees of the Morris Park Alliance members, that providing services to Morris Park Alliance could create. If none, please state so.

VII. REIMBURSIBLES

The selected designer will be reimbursed for travel, lodging and per diem which will be calculated at actual cost plus 5 percent. Air travel will be by coach class only. Reimbursibles will also include printing, presentation graphics, and postage.

VIII. MISCELLANEOUS CONDITIONS

MPA reserves the right (1) to amend, modify, or withdraw this RFP, (2) to revise any requirements of this RFP, (3) to require supplemental statements or information from any firm, (4) to accept or reject any or all responses hereto, (5) to extend the deadline for submission of responses thereto, (6) to negotiate or hold discussions with any respondent and to waive defects and allow corrections to deficient responses which do not completely conform to the instructions contained herein, and (7) to cancel this RFP, in whole or in part.

IX. MEETING LOGISTICS

Victorian Village Inc., as the organizing entity, will be responsible for securing meeting spaces, catering, and stakeholder coordination.

X. SCHEDULES

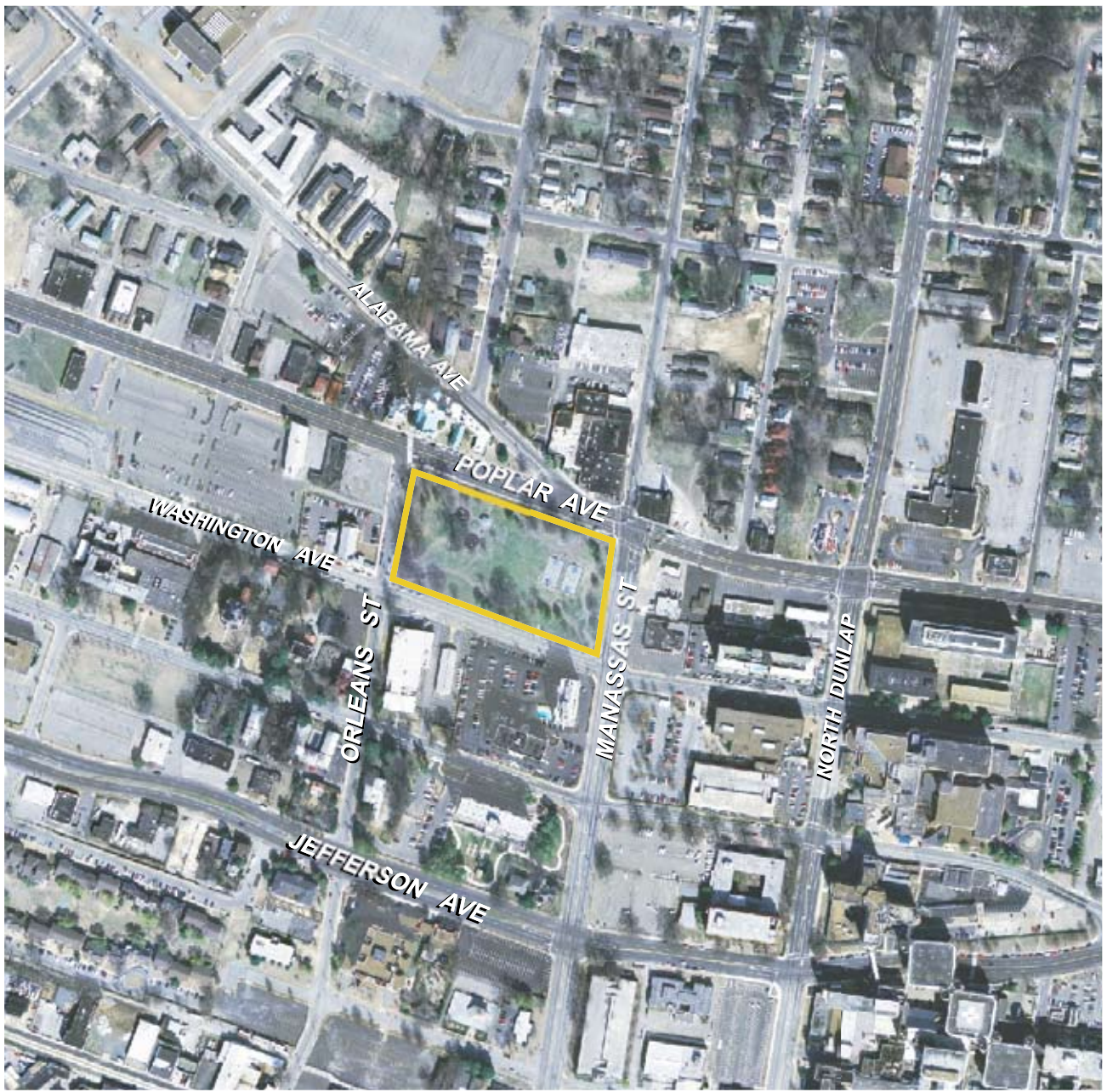
	REQUEST FOR PROPOSAL and QUALIFICATIONS
Start day: April 15, 2008	Request for Proposal posted on the web with e-mail notices to prospective design firms
30 days:	RFP due @Victorian Village Inc., 671 Jefferson Avenue Memphis, TN 38105 May 16 , Friday at 5 p.m. central standard time
15 days	MPA reviews proposals/develops short list
	FINAL REQUEST FOR PROPOSAL
1-2 days (approx)	Interviews of top 3-5 firms and provides revised scope amended as appropriate
30 days	Selection of successful bidder
	PROPOSED MASTER PLAN SCHEDULE
40 days	Finalize contract, schedule resources and gather data
3 days	Concept meetings in Memphis Design presentation
40 days	Schematic design presentation and critique by MPA
30 days	Preliminary design development
1 day	Design development review
30 days	Finalize design development
<u>1 day</u>	Presentation of Master Plan in Memphis to MPA
193 days	Total number of calendar days

In closing: this R.F.P. is designed to qualify the best designer for our project, so that the alliance can select the firm to create the master plan. This R.F.P. does not require any conceptual design work for the park until the winning design group has been selected.

Your proposal should include your **standard hourly rate schedule**, and **an estimated range of professional fee based on your proposed scope** with set allowance of \$5,000 to \$8,000 for reimbursibles, to create the Master Plan. Construction documents for bid purposes will be covered until a separate contract, and may be assigned to another firm or to the Division of Park Services/City of Memphis.

All correspondence should be sent via email and addressed to:

Scott Blake, Chairman
Victorian Village Inc.
671 Jefferson Ave.
Memphis, TN 38105
(901) 277-0223
(901) 523-0223
Email: info@victorianvillageinc.org



Scale: 1"= 400'

Morris Park Site Context Map

Prepared by: City of Memphis/ Division of Park Services

February 2008



Detailed aerial view
No scale indicated

Source: Google Earth

Morris Park, December 2007
Poplar and Washington, Orleans and Manassas



Morris Park – Northwest corner looking east



Morris Park – Pavilion in center of park



Morris Park – Southwest corner looking east



Morris Park – Longview from southeast corner

View looking out from Morris Park



Northwest corner of Morris Park facing St. Mary's Cathedral



Southwest corner of Morris Park facing historic homes



**Southeast corner of Morris Park
facing Le Bonheur Hospital**



**Northeast corner of Morris Park
at Poplar and Manassas**

REQUEST FOR PROPOSAL

**THE NEW
MORRIS PARK MASTER PLAN**

BID FORM COVER SHEET

Please fill out this form and attach to the top of your bid submission.

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Standard hourly rate schedule: _____
(Attach if needed)

Estimated range of professional fee including reimbursibles \$ _____

Signature: _____

Title: _____

Date: _____