



FAIR PARK FIRST

Fair Park, A National Historic Landmark

Fair Park: Signature Community Park Design – Request for Qualifications

Release date: June 18, 2020

Response due: July 29, 2020, 5pm PT

Fair Park First, Spectra, and Biederman Redevelopment Ventures, as the management and operations team of Fair Park, are seeking qualifications for the design of a new 11-acre park within Fair Park in Dallas, Texas, as described in the 2020 Fair Park Master Plan Update.

Client Team Introduction

On October 24, 2018, the Dallas City Council, after receiving a recommendation from the Dallas Park and Recreation Board, voted to approve a 20-year management agreement with Fair Park First, a 501c3 non-profit organization. Management of Fair Park by a non-profit organization was recommended by the 2003 Fair Park Comprehensive Development Plan and the 2014 Fair Park Mayor's Task Force.

Fair Park First is tasked with private management of Fair Park and has partnered with Spectra for daily operations of park activities, vendors and resident institutions. Fair Park First/Spectra began daily operations on January 1, 2019. Fair Park First has partnered with Biederman Redevelopment Ventures (BRV) for park programming and placemaking expertise. BRV is responsible for supervising Fair Park's Master Plan Update and design for the public Community Park within Fair Park.

Introduction of Fair Park

Fair Park is a 277-acre park designed to accommodate the State Fair of Texas. Fair Park was also host to the 1936 Texas Centennial Exhibition and home to the Cotton Bowl Stadium built in 1930. It is two miles east of downtown Dallas, served by two DART stations, and is surrounded primarily by residential neighborhoods with some mix of commercial and industrial uses.

The features that have earned it National Historic Landmark status were constructed for the 1936 Texas Centennial Exposition that celebrated the Spirit of Texas, its products, and cultural achievement. George Dahl designed the Beaux Arts inspired symbolic buildings. Fair Park is home to the largest collection of Art Deco architecture and art in the United States. The major outdoor spaces and Beaux Arts landscapes were designed by George Kessler. Each of these designers went on to design prominent civic places throughout Texas and the nation.

After the 1936 Exposition closed, Fair Park attracted many of the leading Dallas cultural institutions. Fair Park also attracted the construction of the Texas Discovery Gardens designed by Joel Lambert Jr. who organized the first City-wide Garden Shows. The Beaux Arts public spaces and broad swaths of pavement of the Fair Park exhibition grounds are well suited to festivals, parades, and outdoor events. Fair Park remains the most important festival and outdoor events venue in Dallas.

Fair Park attracts more than five million visitors a year, significantly more than any other Dallas park. The signature event, the State Fair of Texas, is an important tenant that provides the Park and city a strong identity with iconic features like Big Tex and the AT&T Red River Showdown each fall.

In addition to the State Fair of Texas, Fair Park is home to many diverse resident institutions such as Dallas Summer Musicals, hosting Broadway traveling shows, the African American Museum, home to many cultural artifacts and art, Texas Discovery Gardens, Dallas Children's Aquarium, the Hall of State, home to the Dallas Historical Society, and the iconic Cotton Bowl.

Fair Park hosts numerous festivals, concerts, and events throughout the year, but currently lacks recreational green spaces and daily utilization. The Park has been viewed as an events park and not a daily use/recreational park, therefore it appears underutilized during the average weekday. This condition, along with an abundance of event surface parking, presents a significant opportunity for the design and creation of a new signature Community Park within Fair Park.



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Fair Park First, Spectra, and BRV, along with consultant Perkins and Will, are currently completing the 2020 Fair Park Master Plan Update, which updates and refreshes the adopted 2003 Fair Park Comprehensive Development Plan. Among other recommendations, the Master Plan Update locates a new signature Community Park within Fair Park.

Signature Community Park Project Objectives

The Community Park, as mandated by the management agreement with the City of Dallas, will be the first phase of new construction based on recommendations from the 2020 Fair Park Master Plan Update. To that end, the management team seeks to invite teams to submit their experience, qualifications, and approach for the fundraising collateral, and design and construction administration of this new signature Community Park.

The proposed Community Park at Fair Park will create a new destination and new activity node on the east edge of Fair Park. The Community Park will be programmed and activated to support neighborhood needs and provide a 365-day/year destination. The Community Park will be designed to incorporate the planned and future programming identified during community engagement in the Master Plan Update, and input that will continue to be solicited during the Community Park design community engagement process. The Community Park will also be designed to incorporate creative interpretation of the historic neighborhoods adjacent to the Park.

The City of Dallas has the following definition for 'Community Park': 'Community parks are larger than neighborhood parks and serve several neighborhoods. They range in size from 16 to 99 acres and generally serve a user area of one to two miles in radius'. Although the size of this park is less than the definition specifies, the significance of this park justifies this being a community instead of neighborhood park.

We aim to deliver a significant, exceptional, and signature Community Park that addresses the recreational needs of the surrounding communities as well as serving as a regional draw the City of Dallas and the Metroplex. Additionally, we expect that the introduction of the Community Park will enhance the draw to Fair Park and the supporting campus institutions. The new green space will attract national and international visitors through its programming and beauty, and its calming and welcoming character.

The Signature Community Park will prioritize the following:

- Activity - Be vibrant, active, enriching, and filled with programs desired by the public
- Recreation – Meet the recreational needs of the surrounding community
- Neighborhood History - Honor and pay homage to the former neighborhoods that stood in the location of the Community Park
- Park History – Respect the historical context of Fair Park as a whole
- Community - Show a deep appreciation and sensitivity towards the wants, needs, and concerns of the surrounding South Dallas community
- Culture – Look to complement the culture and interests of the surrounding neighborhoods, as well as the greater Dallas/North Texas region
- Cultural Institutions – Look to bring in innovative partnerships with the existing institutions on the campus, and complement other uses in Fair Park
- Connectivity - Improve connectivity to existing communities, pedestrian zones, trails, and ecological corridors
- Sustainability and Resilience – Elevate and advance sustainability and resilience on the site including improved canopy cover and improved stormwater management
- Climate/temperature mitigation – Alleviate heat and high seasonal temperatures with ample shade and other innovative cooling mechanisms
- Ecology – Enhance and incorporate the native ecologies of the region into the design
- Horticulture – Make horticultural variety and interest an integral part of the design
- Beauty – Inspire and create beauty on site



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Please see the 2020 Fair Park Master Plan Update 'Community Park' chapter (attached to this document) for further description of the Community Park including the community's initial programming desires, park design principles, and the park's location, sizing, and proximities. Conceptual renderings or plans of the Community Park included in the Master Plan Update are for master planning purposes only, and are not intended to influence the park's conceptual design. The design team selected by this RFQ process shall utilize the thoughts and recommendations set out in the Master Plan Update but should start anew in terms of park design concepts.

Scope of Work

The Scope of Work is to include, at minimum, the following:

- Collateral and pre-concept materials for distribution and use for fundraising purposes, including production of high-quality renderings during Schematic Design.
- Full design services (including Concept Design, Schematic Design, Design Development, Construction Documentation, Technical Specifications, assistance with contractor bidding/negotiations, and Construction Administration phases) for the 11-acre Community Park and associated 2-acres of surface parking.
- Participation and assistance with the community outreach process. The design team will not have to do any coordination, logistics, organizing, noticing, or recording of the community outreach process, but the design team will be expected to create graphic materials for community meetings, as well as attend, speak, and participate at community meetings.
- Maintain an overall scope specific schedule from project start through construction completion.
- Prepare cost estimations at schematic design, design development, and construction document phases.
- Coordinate closely with design team developing the parking garage just north of the Community Park, and adjacent to the Community Park site. The parking garage design and construction will follow a similar timeline to the Community Park.
- Coordinate with City Staff and agencies to acquire permits and other documentation needed for construction.

Project Schedule

See suggested timeline in this document. As part of the submittal, design team should make suggestions to feasibility of timeline as needed.

Suggested Disciplines

This list is meant to give guidance, but please suggest the disciplines and consultants as you see best fit given the scope and intent of the project.

Prime Consultant: Landscape Architect

Sub-consultants:

- Civil Engineer
- Architect (for park pavilion, bathrooms, and concessions)
- Lighting Designer
- MEP
- Signage/wayfinding consultant
- Irrigation
- Cost estimate consultant

Not needed:

- Community outreach coordinator – K Strategies (already retained) will cover (scope included in this document)
- Park programming consultant –BRV will cover



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M/WBE Participation

The team shall strive to achieve 25.66% M/WBE participation with firms certified by local certifying agencies. Please provide copies of current certificates with your submission and include the forms utilized by the City of Dallas BID department. Minority/Women owned prime firms will count towards participation goal. See City of Dallas webpage for more information.

<https://dallascityhall.com/departments/procurement/Pages/mwbe.aspx>

Submittal Requirements

Please include the following within your response:

- Cover letter including main contact for team (1 Page Max)
- Firm profile (2 Pages Max)
- Describe your team's understanding and experience with: (5 Pages Max)
 - Park design and implementation
 - Playground/play space design and implementation
 - Habitat restoration and implementation
 - Integration of sustainability and resilience measures
 - Highly programmed parks and/or public spaces
 - Outreach and garnering community input
 - Working with diverse populations
 - Construction administration and field team
 - City approval processes
 - Cost estimation
 - Project management and project management tools
 - Completed work in the Dallas Fort-Worth area
 - Any other qualifications or capabilities that makes your team stand out
- Proposed Project Approach (4 Pages Max)
- Schedule (please make comments/edits to suggested timeline as appropriate) (2 Pages Max)
- Organizational chart - please indicate design lead, project manager, field/construction lead, and all sub-consultants (1 Page Max)
 - Subconsultant bios (1 Pg/firm Max)
 - Please indicate MWBE firms (1 Pg/firm Max)
- Key personnel and resumes including location of key personnel (1 Pg/person)
- Relevant project experience (please only include project experience that proposed team members have worked on) (1 Pg/project)
 - Please focus on park work and built work (when possible)
 - Please focus on project experience completed within the last 8 years
 - 3-6 projects from the prime firm
 - 1-2 projects from key subconsultant firms
 - For each project include firm's role on the project, key staff who worked on the project, and project construction cost (if relevant)
 - 5 References with current contact information aligned with projects submitted above

Selection Process

Questions due:	July 6, 2020
RFQ response due:	July 29, 2020
Notice sent to shortlisted firms:	August 2020
Interviews:	August 2020
Decision and contracting:	August-September 2020
Project kick off:	October 2020

The selection committee will be made up of members from Fair Park First, Spectra, and BRV.



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Contact

Your main contact for the RFQ process is:

Ashley Langworthy

Director, Western Region

Biederman Redevelopment Ventures

alangworthy@brvcorp.com

Questions, requests for clarifications, additional information, etc., should be addressed in writing by email to alangworthy@brvcorp.com by **July 6, 2020 at 5pm PT**.

Consultant teams responding should submit an electronic PDF copy of the qualifications via email attachment or file download by **July 29, 2020 at 5pm PT** to alangworthy@brvcorp.com. Please note attachments larger than 25MB cannot be received. Dropbox, google links, etc. are all acceptable for files over 25MB.

Notes

Amendments to RFQ: The Client reserves the right to amend the RFQ by addendum prior to the final proposal submittal date. The Client also reserves the right to extend the due date, or to cancel this RFQ at any time.

Non-commitment: This RFQ does not commit the Client to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The Client reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified consultant or to modify or cancel in part or in its entirety the RFQ if it is in the best interests of the Client to do so.

Information included with this RFQ is provided solely for the convenience of the proposers. While this information is believed to be accurate, respondents are solely responsible for conducting such independent due diligence investigations as may be necessary for the preparation of responses.

The successful firm shall be required to comply with the provisions of all State of Texas, federal laws, and City of Dallas ordinances.

Reference documents

Adopted Fair Park Comprehensive Development Plan [2003]:

<http://tx-dallasparks.civicplus.com/DocumentCenter/View/311/Fair-Park-Comprehensive-Development-Plan-2003?bidId=>

Fair Park Comprehensive Development Plan Update [2007]:

http://www3.dallascityhall.com/council_briefings/briefings1107/FairParkComprehensivePlanUpdate_110507.pdf

Report of Mayor's Fair Park Task Force [2014]:

https://dallascityhall.com/government/citymanager/Documents/FY16-17%20Memos/Council-Memos_032417.pdf

Fair Park Master Plan Update [2020]:

<https://fairparkfirst.org/master-plan-update/>



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Additional Information

Community Park Design and Implementation - Suggested Timeline



K Strategies (Community Outreach) Scope of Work during the Community Park Design

Task A - Public Engagement Marketing and Collateral

Develop marketing and collateral for public engagement initiate with the local community. Includes writing content, some graphic design and Spanish translation of marketing collateral.

Task B - Stakeholder Database

Create stakeholder database to communicate and distribute information and for notifications of community meetings and survey.

Task C - Social Media and Media Relations

Create public engagement content focused on the Community Park for Fair Park First social media channels. Develop media relations including press releases and story pitches.

Task D - Community Input Survey

Assist BRV in creating a survey to engage and gain input from the local Fair Park community to use for the development of Community Park. Market and conduct survey through traditional and digital methods, including at community meetings, community groups, churches, schools, etc.

Task E - Community Meetings

Coordinate community meetings and meetings with key stakeholders, could include one meeting just for local businesses. Services include coordinating venues, layout and activities, personnel to man registration and meetings, etc.

Task F - Presentations to Community Groups and One-to-One Meetings

Provide presentations to community groups and conduct one to one meetings with key stakeholders. Community groups can include: neighborhood associations, key community leaders, churches, school PTAs, business associations, etc.

Task G - Documentation and Reporting

Document and maintain records of community engagement efforts, input and create regular reports. Also assist in the development of information for reports and presentations to Fair Park First Board, the Parks Board, Dallas City Council, etc.

The following pages include excerpts from the draft Fair Park Master Plan Update [2020] (Community Park chapter).

Community Park Design Principles

Although the final design of the Community Park will occur in a separate planning engagement, the Master Plan Update establishes guiding principles for location, programming, and design. These include:

Location

- The Community Park preferred location needs to be accessible for 365 days/year, including during the State Fair of Texas.
- The location should create a new activity anchor/node within Fair Park to draw more people to the park on a daily basis.
- The location should energize portions of Fair Park that are currently underutilized.
- The Park should extend green space into areas that are currently lacking.
- The Park should complement and enhance other green spaces and connections being developed as part of the Master Plan Update.
- The Park needs to be located close to the adjacent residential neighborhoods to allow for easy access.
- The Park should be located in close proximity to dedicated public parking.
- Multimodal connectivity to the Community Park should be accessible and attractive.
- Entry to the Community Park should provide for safe and welcoming access.
- The Community Park should complement and enhance other Fair Park institutions on site to the extent possible.
- To the extent that the Community Park removes parking for other site institutional uses or events, the parking that is removed will need to be mitigated.

Programming

- The Community Park needs to provide daily programming and activation to ensure diversity in use and users (neighborhood/City residents to children/adults/seniors).
- The Community Park should be designed to allow for flexible programming, pop-up events, and





neighborhood activities to support a wide variety of different user groups.

- Programming should extend the use of the Community Park to create a safe environment all day/night and throughout the year.
- The Community Park should meet the recreational and leisure needs of the surrounding community.

Design

- The Community Park needs to be sized appropriately to accommodate the desired program elements of the Community Park (playgrounds, flex lawn/field, performance venue/area, naturalized areas, picnic shelter(s), walking

trail/loop, game tables, splash pad, dog park, restrooms, and food/beverage).

- The Community Park should be appropriately-sized to feel active, vibrant, and inhabited.
- The Community Park program elements need to create synergy between uses and activities.
- The Community Park should exceed City of Dallas requirements for parks and regulatory requirements for stormwater, lighting, etc.
- The Community Park should be designed to improve quality and quantity of tree canopy coverage and stormwater/naturalized areas.

- The Community Park needs enhanced park “edges” to improve the pedestrian experience and create a “welcoming” environment.
- The Community Park design should reinforce the desired values and characteristics of the residents of adjacent neighborhoods to create an authentic City of Dallas experience. The area should be most

attractive to East and South Dallas, but maximize opportunities for citywide and regional draw to capture daily use and philanthropy opportunities.

Community Park

Identified below are the key attributes of the conceptual design for the Community Park. A final Community Park design will be developed in a separate design process.

- **Location:** The preferred Community Park location is the site of current parking lot 10A/10B located along Fitzhugh Avenue. The proposed Community Park is located south of Lagow Street and north of Exposition Avenue between Pennsylvania and Fitzhugh Avenues. The preferred Community Park location was defined through extensive public engagement with campus users and community stakeholders. The proposed location is in close proximity, and will provide equitable access to the Jubilee Park, Owenwood, Dolphin Heights, Mill City, Frazier, Bertrand, RUFECO, and Wheatley Place neighborhoods.
- **Overall Size:** The proposed Community Park will be approximately 11 acres in size and will accommodate the community desired program elements defined during the planning process. An additional 3 acres surrounding the core

Community Park site will accommodate public realm improvements, areas for stormwater management, and a public parking lot.

- **Park access and circulation:** Primary access to the Community Park will be via walking, biking and automobile. The design of the Community Park will include extensive streetscape improvements along Pennsylvania Avenue, Exposition Avenue, Lagow Street, and Fitzhugh Avenue to ensure there is equitable access to all modes of transportation. Improved crossing at all of the street intersections will include traffic control signage, painted crosswalks, and ADA accessible pedestrian ramps. A future DART bus route along Fitzhugh Avenue will allow the Community Park to be better connected to the broader City, and will require adding a bus stop/shelter in very close proximity to the Community Park site. A parking lot will be provided on-site that will be open year-round to Community Park users. Approximately 78 total parking stalls will be provided.





The rendering represents a Community Park concept that was developed based on community input. A final Community Park design will be developed in a separate design process.

Park Parking - 75 stalls

Park: Approximately 11 acres
Parking: Approximately 2 acres
Public Realm Area: Approximately 1 acre





The rendering represents a Community Park concept that was developed based on community input. A final Community Park design will be developed in a separate design process.

View looking northwest towards Community Park



The rendering represents a Community Park concept that was developed based on community input. A final Community Park design will be developed in a separate design process.

View looking northeast towards Community Park

Community Park Programming

Principal among the goals of this Master Plan Update is the creation of a park within the Park. In the early 1900s, Fair Park became the second public park in Dallas, but over time the green has turned to grey. With an emphasis on the idea of the Community Park, a large swath of parking lots will be turned back to green and given back to the neighboring communities. The location of the Community Park is based on community feedback.

Historically, Fair Park is an open and public space, but when major events are held on the campus, a lot of areas become difficult or impossible to traverse and access. The primary goal of the Community Park is to provide daily programming and activation that keeps the campus vibrant and usable year-round, even during major events such as the State Fair.

The goal of programming is to create a place where something is always happening. The Community Park will be programmed daily from the early morning through the evening. A typical calendar of events during a week might include fitness classes in the early morning, children's activities and events for seniors later in the morning, small musical performances during lunch, family and senior activities in the mid-afternoon, programs for school-aged children in the later afternoon, early evening fitness and musical performances, and a wide variety of evening activities that vary throughout the week and the year. The opportunity exists, to allow for the involvement of neighborhood organizations and local businesses in programming partnerships for the Community Park.

Free and functioning Wi-Fi will attract all ages to the Community Park. Local food and beverage offerings, whether from a permanent kiosk or food trucks and rolling carts, will be essential. Multiple water fountains, flexible seating, and clean restrooms will also be essential amenities at the Community Park.

The civic lawn will offer flexible space for pick-up games and for local team practices. It will also be the primary space for adult fitness classes and a good spot for families with children to do family fitness. Yoga, dance, boot camp, stretching and breathing, meditation, tai chi, capoeira or other fitness programs would be featured daily.





Community Park Programming Map

Big things happen in Dallas, and this would be true at the Community Park's playground. Given the potential for hot weather across much of the year, splash pads will be a focal point for kids and dogs to cool off. Other amenities could include a fitness trail that connects to the Blackland Prairie Trail. In addition to daily programming, the Community Park could accommodate a range of community and signature events.

A covered performance area will allow for community-centric performances and concerts, as well as space for movie nights and simulcasts. Just like the Gateway Parks, the Community Park will be a natural gathering space for families to celebrate birthdays and holidays. It will also be available for outside rentals and branding activations on a case-by-case basis and generate revenue streams that support operations.

Since local weather offers the ability to program the park year-round, themed programming can be tied to seasons and holidays. These could include an egg scavenger hunt, pumpkin carving, and holiday wreath making workshops. The Community Park will be a destination in its own right, offering something for everyone.



						
WIFI	Splash Pad	Picnic Shelter	Accessible Play	Performance Stage	Game Tables	Flex Field / Open Lawn
						
						
<p>Attributes</p> <p>Fast and reliable connectivity</p>	<p>Improvements include water feature, hardscape and mechanical</p>	<p>Multiple sized structures with a variety of amenities</p>	<p>Multiple structures for different ages and abilities</p>	<p>Small and large amphitheater with performance stage</p>	<p>Multiple game tables and configurations</p>	<p>Large flex lawn to accommodate recreation sports</p>

Additional Desired Programming: Dog Park, Fitness Trail, Food and Beverage, Restrooms, Tot Lot