



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/>

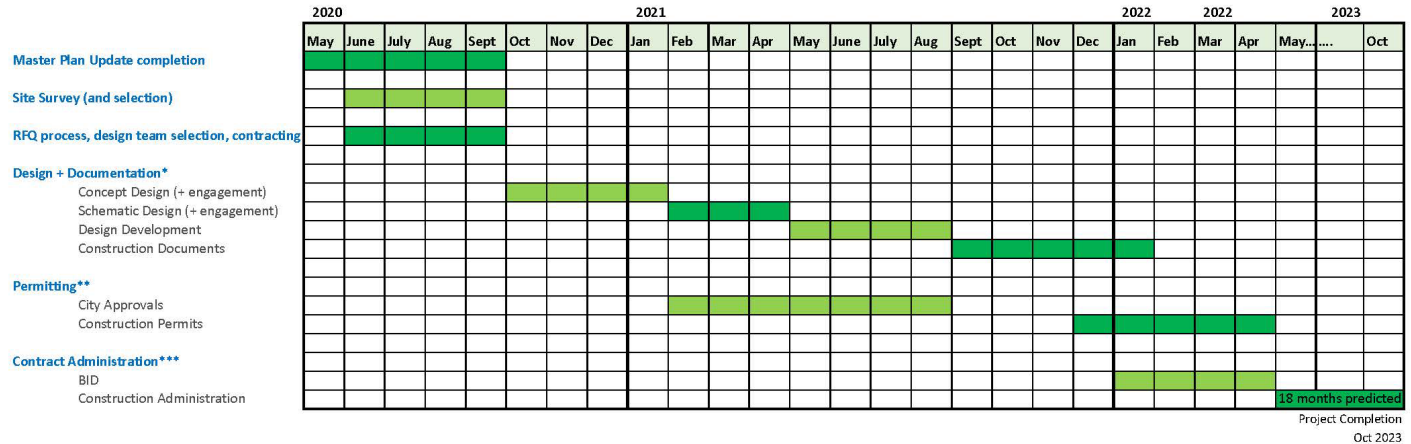


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Additional Information

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).