



# FAIR PARK FIRST

Fair Park, A National Historic Landmark

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## **FAIR PARK** **FAIR PARK PARKING AND TRAFFIC STUDY** **REQUEST FOR QUALIFICATIONS: DALLAS, TEXAS**

Fair Park First is making a Request for Qualifications (RFQ) from qualified professional consultants and firms for providing a study of parking and traffic on and around the historic Fair Park campus, and the sites for one or more potential parking structures. This study will focus on new amenities and programs, dictated by the recently adopted Fair Park Master Plan Update.

The submitting firms shall have experience and knowledge in the fields of large-scale public event parking analysis, traffic and pedestrian circulation, and directional signage.

### **FAIR PARK HISTORY**

Fair Park is a 277-[acre](#) park campus located in [Dallas, Texas](#). Fair Park is approximately three (3) miles southeast of downtown Dallas and is registered as a [Dallas Landmark](#) and [National Historic Landmark](#). The State Fair began in 1886 on land donated to the City of Dallas, land which eventually became known as Fair Park. Fair Park hosted the Texas Centennial Exposition in 1936 and most of the Art Deco buildings were built in preparation for the celebration of Texas' Centennial. Over the years the Park has grown to include many cultural institutions including performance venues, museums and sports stadiums. The historic Cotton Bowl sits majestically inside Fair Park, serving as one of the numerous identifiable landmarks that populate the landscape. The Hall of State and the Tower Buildings evoke historic milestones and reflect the many cultures inhabiting Texas.

### **BACKGROUND**

Beginning in 2017, the City of Dallas fostered a competitive process to select a non-profit organization, with experience and intent, to manage Fair Park as a Private Professional manager. Fair Park First was selected through a lengthy evaluation, review, and public process to become the City of Dallas' partner. A team comprised of Spectra, Biederman Redevelopment Ventures (BRV), In The City For Good, and Fair Park First was selected and awarded the contract on October 24, 2018.

The structure of the team outlined in the City of Dallas' solicitation, as recommended by the Mayor's Task Force, required privatization to be led by a non-profit organization. After the transition period, Fair Park First began the daily management of Fair Park on January 1, 2019. Fair Park First has engaged Spectra, through a sub-management agreement, to serve as the daily operator. Partner firms, including Biederman Redevelopment Ventures and In The City For Good, are providing defined services and scopes of work related to park programming, community outreach & engagement, and master planning through sub-consulting agreements.



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## FAIR PARK FIRST

Fair Park First, a 501c3 non-profit, has entered a 20-year Management Agreement with the City of Dallas as Private Managers of Fair Park. Fair Park is home to many resident institutions, including the African American Museum, Dallas Summer Musicals, Texas Discovery Gardens and the State Fair of Texas, in addition to hosting many other major events and daily attractions. As the manager of Fair Park, Fair Park First sets policy and direction with Spectra as the Operator.

Fair Park First has adopted four key pillars; Activation, History, Community and Culture.

- **Activation** involves bringing more visitors to the park on a daily and weekly basis for community programming, recreation and events.
- **History** respects and protects Fair Park's National Historic Landmark status, housing the largest collection of Art Deco architecture on one campus, while also being home to historically significant venues and events.
- **Community** requires a deeper connection to the local neighborhood residents in significant, thoughtful, and sustainable ways, creating a mutually beneficial relationship.
- **Culture** enhances the current resident institutions, the collection of period visual and tactile art, and creates a new destination for residents near and far.

It is our intent to repopulate various unoccupied historic facilities on campus with unique offerings unlike anything in the Dallas-Fort Worth Metroplex. Fair Park First is seeking organizations and operators that share in the collective vision that Fair Park is the crown jewel of the City of Dallas Park Systems, shining brightly as a destination for locals and visitors alike. Fair Park First desires operators that understand the dynamics of a year-round destination and who maintain and update their operations to attract new and repeat visitors.

Fair Park and its buildings are owned by the City of Dallas and managed through a public-private partnership. As such, Fair Park First asks that all potential organizations include diverse and equitable opportunities in all contracting and purchasing activities for the life of the lease term. We are also requesting that organizations understand the importance of inclusion and be willing to welcome all residents and visitors to Fair Park and their own respective venues. It is a new day at Fair Park, and our goal is to be representative of the entire community.

## PARTNERS

Fair Park First, as manager, in partnership with Spectra as Operator, has engaged Biederman Redevelopment Ventures (BRV) as park programming partners. BRV will be updating the master plan, creating activities and events, and identifying possible locations for neighborhood parks and additional green space opportunities.

To ensure that proposed usages align with the activation, historical preservation, and cultural goals at Fair Park, a process has been developed to evaluate the viability of proposed uses and establish an initial timeline for the Fair Park First Board consideration and approval. Outlined below is an overview of the process and the anticipated timeline for the Fair Park First Board to review and make its recommendations:



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## **PROJECT GOALS**

The project area represents a significant opportunity to create a destination park in Dallas, drawing visitors from across the Metroplex and greater North Texas region;

To facilitate the location of one or more parking structures, and to recommend appropriate operational plans for the successful management of flexible parking demand;

To evaluate and analyze vehicular and pedestrian traffic circulation and parking, and identify problem areas;

To analyze pedestrian activity and evaluate the need for sidewalks, crosswalks, accessibility to public facilities and businesses, and to identify problem areas;

To evaluate current directional and parking signage for public facilities;

To seek input from the Park's Resident Cultural Institutions, tenants, legacy events, and the community at large, through public hearings and other means, to understand the issues, the selected firm will either conduct a public hearing, participate in ongoing public engagement meetings related to the construction of a new community park and/or or use a similar format to gather public input and To summarize the findings and offer suggestions for improvement.

## **SCOPE OF WORK**

The selected firm shall produce a parking analysis report that assesses the current and projected parking demands and needs of Fair Park's visitors and local residents, and provides recommendations for balancing the need for public parking with the need for public safety. The report should also address the preservation of the qualities of visitor experience that attracts and satisfies visitors, while minimizing impacts to the surrounding community.

The goal should be to ensure that access to Fair Park is maintained, without overwhelming the capacity of the surrounding neighborhoods and roads to absorb such traffic, and to protect the rights of the property owners of both the City of Dallas, tenants, and surrounding property owners.

Primary components of the study necessary to complete a comprehensive analysis may include, but shall not be limited to:

- Conduct an assessment covering the location, design, and quantity of current parking; operating characteristics of and restrictions on existing public and private parking areas; and occupancy/turnover patterns.
- Evaluate pedestrian traffic patterns and walking distances.
- Review existing wayfinding system and cross-access patterns.
- Evaluate special use parking needs (commercial deliveries and handicapped accessibility).
- Determine existing perceptions and concerns regarding park parking.
- Identify peak parking demands and periods of lowest demand.
- Determine practical capacity.
- Identify current public parking shortfalls, if any, as well as safety issues.
- Evaluate the pros and cons of vertical/diagonal vs. parallel parking on Park right of ways to prevent unloading/loading of vehicles in the street and to provide pedestrians with safe off-street passage where there are no sidewalks.



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- Project future parking demand based on an analysis of region-wide, and area future development.
- Assess the need, for potential additional parking in the study area, based on future parking demand balanced by the needs of event guests, daily visitors, local residents, and carrying capacity of the Park.
- Identify and evaluate potential redesign configurations and space counts.
- Consider offsite parking and shuttle service options.
- Develop strategies for improved event parking, as well as local resident parking, particularly relative to the new community park.
- Provide recommendations on the number of parking spaces needed now and in the future.
- Evaluate traffic patterns on Park streets.
- Investigate economic and environmental impacts of any proposals

The firm selected as a result of the RFQ process will be required to provide a price for a specific scope of consulting services at specific location(s) as required by Fair Park First. The response to a request for work will specify scope and the scheduled completion date for services. The response shall include:

- Detailed description of the work to be performed
- Estimate of work hours and associated costs to accomplish specified work
- Not to exceed total cost to accomplish specified work
- Duration of work from start to completion

Consultants shall generally be on an aggressive schedule to produce documents after project assignment. Time is of the essence for performance, as projects may be funded through various sources, that may have specific timeframes for submission of documents.

## **REQUEST FOR QUALIFICATION (RFQ)**

To be considered as possible developers for Fair Park respondents are required to provide Fair Park First with the following:

- A detailed plan inclusive of the following:
  - Team – Bios and resumes for key personnel
    - Project Director
      - Main respondent contact name and contact information
    - Partners
    - Consultants
    - Investors
    - Financiers
  - Org chart detailing lead firm, and lead individual(s) for each component of work:
    - Location and number of locations of offices for firms detailed in chart above
      - Firm descriptions including history, number of employees, general experience and main contact name and contact information
  - Company history
    - Proposed Consultant Team
      - Resumes for key project personnel
    - Detailed development portfolio highlighting no more than 5 relevant projects
      - Name, location, and description of the project, including project size
    - Years and type of experience in the field
    - Professional and project references (see above)



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- Demonstrated experience to undertake this project
    - Experience evaluating a variety of event, recreation, entertainment, and visitor attraction sites
    - Proven capability to deliver project and project components on time and on budget
  - Project Understanding and Approach
    - Executive summary detailing project understanding and summary of qualifications and approach to the scope of work and ability to meet project goals based on the development team's skills and experience
      - Understanding of Fair Park First, partner consultants, and City of Dallas' goals for the project
  - Financial plan and capabilities
    - Past bankruptcies or pending financial litigation involving any firm, sub, or principal
    - Demonstrate capability to complete the project
  - A contingency plan for potential project roadblocks
  - MWBE Participation Requirements
    - Fair Park First strives to meet the City of Dallas Business Inclusion and Development Plan, and increase the M/WBE participation to the greatest extent feasible on the construction, procurement, and professional services contracts.
    - The MWBE participation goal for this project is 36.30%.
    - All proposal packages must include the signed BID affidavit confirming the proposer's intent to comply with the City's BID Plan, and/or a copy of your firm's MWBE Certification.
    - All forms are to be submitted with your proposal to the address indicated in this RFQ. To learn about the City of Dallas Business Inclusion and Development Program, please visit [https://dallascityhall.com/departments/procurement/pages/business\\_inclusion\\_development.aspx](https://dallascityhall.com/departments/procurement/pages/business_inclusion_development.aspx)
- Applicants should respond to each of the requests outlined above

## **Questions and Requests for Information**

- Questions, requests for clarification, additional information, etc. should be addressed in writing to: [Brian.Luallen@fairparkfirst.org](mailto:Brian.Luallen@fairparkfirst.org)

## **Submittal Instructions**

- Submit your proposal packet in PDF format to: [Brian.Luallen@fairparkfirst.org](mailto:Brian.Luallen@fairparkfirst.org)

## **INITIAL RFQ PROCESS/TIMELINE**

- During the initial round respondents will have twenty-six (26) days, beginning **Tuesday April 6, 2021**, to submit the above mentioned RFQ materials.
- Materials must be received by 5:00pm Central, **Friday April 30, 2021**
- Fair Park First reserves the right to extend RFQ period. If RFQ period is extended, all submittals will have the opportunity to update their proposals, if desired. Any submittal after the close of the RFQ process shall not be considered.
- Respondents may be required to give an oral presentation of their proposal in an interview session with FPF representatives. Interviews are at the sole discretion of FPF and may or may not be scheduled.



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## **REVIEW PROCESS**

- From **May 1, 2021**, Fair ParkFirst will review the RFQ submissions, determine if the appropriate information has been provided, and notify respondents if additional information is required
- During the period from May 1, 2021 through May 15, 2021, Fair Park First, in conjunction with its partner Spectra, will assess the submitted materials to determine the respondent's ability to complete the services as needed with respect to the following:
  - Ability to deliver project on time and on budget
  - Alignment with City of Dallas BID goals
  - Completeness of response to the RFQ process as outlined in this package

## **Selection and Notification**

- On or before **May 17 2021**, Fair Park First will make its selection
- All respondents will be notified of the status of their proposal via email on **May 21, 2021**

## **Final Approval**

- Upon Fair Park First's approval, proposed plans will be enacted as to generate the desired study and associated recommendations for delivery as soon as possible.