



**REQUEST FOR PROPOSALS  
FOR DESIGN CONSULTANCY SERVICES FOR MATTIE FREELAND PARK  
November 16, 2018**

**1.0 INTRODUCTION**

Park Pride is soliciting proposals for professional park design, and construction administration services for the creation of a new 0.6-acre neighborhood park in English Avenue, Atlanta, Georgia.

This project is being developed through a public-private partnership led by Park Pride and The Conservation Fund, in partnership with the City of Atlanta.

Park Pride and The Conservation Fund, along with our partners (collectively, the “Owners”) envision Mattie Freeland Park to be a beautiful and meaningful community park project that provides venues for play, recreation, fellowship, and overall improvements to quality of life in a part of town that is currently underserved by shared community greenspace. A portion of Mattie Freeland Park will be devoted to green infrastructure that provides relief to the City’s stormwater infrastructure.

The consultant must specialize in landscape architecture and/or civil engineering. The chosen consultant team will be experienced in community outreach, design development, construction documentation, construction administration, and cost estimation. The chosen consultant team must demonstrate experience working on open space projects within the City of Atlanta and on projects that have stormwater management components.

**2.0 PARK PRIDE, THE CONSERVATION FUND**

Founded in 1989, Park Pride is the only nonprofit organization that works with communities throughout the City of Atlanta and in DeKalb County to improve their parks. In addition, we help to educate civic leaders and the public about the importance of natural systems in our urban environment, support greenspace advocacy initiatives, and leverage funding and grant opportunities for more than 60 Friends of the Parks groups.

The Conservation Fund is a national organization focused on creating conservation solutions that make economic and environmental sense. Since 1985, The Conservation Fund has protected over 8 million acres of land nationwide – properties with ecological, historic, and/or cultural significance. The Conservation Fund has a long history of working with the City of Atlanta Department of Parks and Recreation to bring new parks and greenspace to our local communities, protecting more than 240

acres throughout the city, creating or expanding 27 neighborhood parks.

Mattie Freeland Park will be developed as part of The Conservation Fund's "Parks with Purpose" program. America's cities represent a unique opportunity for the Fund to provide our full suite of conservation services: land loans, real estate expertise, green infrastructure planning, community development, green business lending and job creation. It is this integration of services that helps address the complex problems facing urban landscapes. For each project, we work with the local community to identify, protect and restore the very best land that creates safer places for children to play and families to gather. We also demonstrate how these natural areas can filter, slow and clean floodwaters, grow healthy food and create green jobs.

Since 2014, The Conservation Fund and Park Pride have had success with park implementation on Atlanta's Westside. The two organizations, along with more than 80 additional partners, have collaborated to implement projects including Lindsay Street Park (2015), phase II of Vine City Park (2016) and Kathryn Johnston Memorial Park (2019, under construction). Each of these new parks are green infrastructure demonstration sites (complete with educational signage about green infrastructure) that were created through a community-driven process that educated, engaged, and employed local residents in planning and constructing green infrastructure features.

Using the model developed at the Lindsay Street, Vine City, and Kathryn Johnston Memorial Parks, we will continue to engage residents, foundations, corporations, and government partners to ensure a broad coalition of support that delivers environmental, economic, and social justice outcomes for local residents.

### **3.0 THE PROJECT**

#### **3.1 PROJECT BACKGROUND**

The story of Mattie Freeland Park is unique, inspiring, and all about community. Mattie Freeland was a matriarch of the English Avenue community, having lived in the same house for more than 60 years. However, she never owned her home, paying \$75 a month in rent there for decades, even as her family urged her to move out of a neighborhood considered unsafe and blighted. But Miss Mattie, as she was known, stayed and anchored her corner of the neighborhood. She was like everyone's grandmother and her home was open to anyone who needed a meal or a place to sleep.

In 2008, New Life Covenant Church bought an abandoned lot across the street from her home. She asked the pastor if they planned to clean it up, as it was the view from her porch where she spent a great deal of time. For years, it had been filled with abandoned cars and she wanted to see something nicer in her community. Although Miss Mattie passed away before her vision was realized, the church and neighbors have worked together ever since to bring her vision to reality.

As a tribute to her, the church and residents decided to build a community garden and create a small space for neighbors to gather. When the adjacent property owner (also a vacant lot) saw the improvements, he wanted to help expand the greenspace. He offered for them to use his land, and residents and volunteers got to work clearing more weeds and trash and seeking donations to help

them with improvements. Sod, trees, even playground equipment were donated and soon the vacant lots began to resemble a park. The community now hosts block parties, summer concerts, movie nights, even an annual Christmas tree lighting in the park.

In 2014, the Friends of Mattie Freeland Park applied for and received a Park Pride ‘Visioning Grant’, which included a landscape architect and design team to help them develop plans for their space **(EXHIBIT B)**. During the visioning process, residents had many ideas about what they’d like to see in their new park, including a new playground, BBQ area, planted areas, benches, and a community pavilion. They also wanted to expand the footprint of the park by closing off a short, abandoned street and incorporating the adjacent property that currently includes a boarded-up apartment complex.

After publication of the vision plan, The Conservation Fund began acquiring the lots on behalf of the City of Atlanta Parks Department so that the space could become part of the Atlanta Park System and be permanently protected community greenspace. Since that time, most of the property has been acquired and a strategy has been developed for full site control, including the last remaining parcel under private ownership. In 2018, with six of the seven parcels secured, Park Pride once again engaged the community to reevaluate the vision plan, resulting in modifications to the original vision **(EXHIBIT C)**.

Despite its rich civil rights history and proximity to the affluence of downtown, the neighborhood of English Avenue contains one of the highest concentrations of abandoned and blighted properties in the metro Atlanta area. These blighted and vacant lots reduce property values, increase security and health risks, and often provide no benefit to surrounding neighbors.

The construction of the Mercedes-Benz Stadium and the creation of the Westside Future Fund have brought renewed interest to the area. In 2016, the Mattie Freeland Community House was reconstructed with support from the Blank Foundation and Hunter Holder Russell Moody (HHRM). The facility is now operated as a community meeting house.

The Mattie Freeland site is also situated within the Proctor Creek watershed. The Proctor Creek watershed has been identified as a priority watershed as part of the Urban Waters Federal Partnership in large part because of environmental justice and pollution concerns.

These physical conditions belie the loving and generous community spirit alive in the people who reside here. Although she is no longer with us, the legacy of Miss Mattie is alive and well in the continuing involvement of her direct descendants and thoughtful leadership of the kind, humane and dedicated volunteers who steward this small greenspace.

### **3.2 PROJECT SITE - 607 Griffin St NW, Atlanta, GA 30318**

The Mattie Freeland site is situated in the English Avenue neighborhood within the Proctor Creek watershed on the Westside of the City of Atlanta, about 2 miles from the heart of downtown. It is approximately 0.6 acres in size and is composed of seven parcels—six vacant and one with an abandoned multi-family residential building—along with a short section of right of way (Pelham Street NW), which is no longer in service. The City of Atlanta Department of Parks and Recreation owns or expects

to own all the land needed to build the park through its land acquisition partner, The Conservation Fund.

A little more than half of the site, on the south side of Pelham Street NW, is a fallow field where homes once stood. On the north side of Pelham Street, a vacant two-story apartment building sits fenced off.

A Phase I Environmental Report has been conducted over the site and no environmental hazards have been discovered. Bids may assume that environmental services are not needed.

No irrigation is planned for the site.

This area is among the higher land (elevation  $\approx$  980 ft.) in the upper watershed of Proctor Creek and therefore escapes much of the flooding which occurs during heavy rain events in nearby low-lying areas. Including a green infrastructure element will capture and diminish stormwater flows that contribute to flooding in lower-lying areas.

The site is located at the intersection of Griffin Street NW and Pelham Street NW, and bounded by Echo Street to the east and Dalvigney Street to the south. The surrounding neighborhoods consist mainly of single-family residential homes. It is accessible by public transportation, with MARTA bus 50 along Donald Lee Hollowell Parkway, two blocks north of the site, and the Bankhead MARTA Station 1.2 miles to the west. The Atlanta BeltLine, a large public infrastructure project that combines multimodal transportation with parks and greenspace, will eventually be located one mile to the west.

### **3.3 PROJECT DESCRIPTION**

The design consultant team will provide professional landscape architecture, civil engineering, electrical engineering, survey, and geotechnical services for the Mattie Freeland Park project. Consultant team will develop the conceptual design provided by project Owners through to construction drawings and specifications, and the competitive bidding process.

The conceptual plan for Mattie Freeland Park, developed through Park Pride's Visioning Process, combines passive and active recreational elements with green infrastructure to create a park that provides a safe place for kids to play and for families and residents to gather.

A concrete walkway connects the park to the surrounding community. A central pavilion anchors the middle of the park while a playground occupies the northern parcel of the park. Fitness equipment adjacent to the central pavilion provides a place for parents and guardians to watch their children play, while also getting some exercise. An open lawn space provides play and gathering space for residents while maintaining clear views from the street into the park to promote public safety. A seat wall marks the end of the play lawn and provides informal seating by the grilling pavilion on one end, while a low berm provides some enclosure on the other side. The green infrastructure element consists of a rain garden along Griffin Street, designed to capture and infiltrate water from the street. Pedestrian lighting is used along the paths as a safety consideration.

Importantly, art and creative expression have been critical components of the Mattie Freeland story. The community has engaged in creative ways to improve the space, transforming it from a derelict parking lot into the colorful and vibrant space it is today. Examples of art can be found throughout the park, from painted benches, memorials, murals, signs, and even waste receptacles. These pieces of art tell the story of the community and highlight important figures specific to this geography. It is desirable that some of this work be retained and expanded upon as part of this project.

### **3.4 PARK PROGRAM ELEMENTS**

Key to the success of Mattie Freeland Park will be the development and implementation of a park design that delivers multiple community benefits.

The design may include but is not limited to:

- Community gathering areas including shelters and picnic tables
- Playground that serves children of a variety of ages
- Pedestrian lighting
- Native and drought-tolerant landscape plantings and trees
- Multi-purpose playing field
- Drinking fountain
- Site furniture including benches, swing benches, picnic tables, and trash receptacles
- Memorial plaza or gardens for recognition of community leaders
- Green Infrastructure

Additional elements may also be included in the design based upon available funding and community input.

### **3.5 PROPOSED PROJECT SCHEDULE AND COSTS**

The project as currently proposed, including schematic design, design development, and construction documentation, is anticipated to occur over an 8-month period.

Mattie Freeland Park is not currently scheduled for construction, but the Owners' intention is to complete major construction by the end of 2020. Design documentation through 100% Construction Documentation is expected to conclude by late Summer 2019.

The selected design firm may be retained to provide Construction Administration services once the funds are raised to move forward with bidding and construction.

The budget for construction of the park is expected to be between \$1M and \$1.2M.

### **3.6 PROJECT DELIVERABLES**

The following phase and task breakdown is an overview of the tasks required to attain the completed Mattie Freeland Park. By submitting a response to this RFP, the park design consultant

acknowledges that the scope of work shall include *all tasks* necessary to complete thorough construction documentation of Mattie Freeland Park to the high standards of quality, durability and aesthetics desired by the Owners.

It is anticipated that demolition of the multifamily building will occur as a separate project in advance of park construction. Selected consultant shall prepare and submit a separate set of permittable Demolition Plans in addition to the main Construction Documentation for the full park build-out.

Consultant may also be asked to provide Bid Support and/or Construction Administration services for the Demolition Phase of the project as an additional service.

The park design consultant shall submit invoices including written monthly progress reports to Park Pride, who shall relay it to other project partners and funders, identifying project status, percent complete on each task, as well as percent of the scheduled time used.

Over the course of the design and documentation process, the project will entail deliverables for permitting requirements and design review approval by various City of Atlanta departments.

Reviews of project deliverables will require the design consultant to appear before design review committees and other permitting authorities.

### **Phase One – Presentation of Existing Data**

In Phase One, the selected consultant team will be responsible for generating thorough documentation of existing conditions, including:

- Existing topography represented as 1' contour lines
- Cadastral data, including property lines and limits of right-of-way
- Constructed and natural features
- Tree location, species, and diameter
- Arborist report of tree condition
- Photographs, descriptions and measurements (in three dimensions) of existing community art/murals/painted furniture to be preserved and incorporated into the finished design
- Existing drainage structures and features within and adjacent to the project site, including invert elevations and height of any overhead utilities
- Other underground and overhead utilities, including but not limited to gas lines, electrical, and domestic and fire water service lines
- Infiltration rates for soils in identified areas
- Soil profile information and water table depth
- Any other information needed to fully and completely design and permit the park in compliance with all local, state, and federal guidelines.

### **Phase Two – Development of Creative Placemaking Strategy**

In Phase Two, the selected consultant team will be responsible for developing ideas for creative

element(s) (sculpture, mural, painting, or experience) to incorporate into the park design with an Artist to be selected in consultation with The Conservation Fund, Park Pride and Friends of Mattie Freeland Park.

Artist fee will be negotiated separately and will be hired under separate contract.

Design team will develop a strategy for obtaining meaningful community input on creative element(s) that includes at least one meeting on-site at Mattie Freeland Park, and two collaborative design meetings with the selected Artist.

Deliverable for this phase will include a written description and conceptual graphic representation of the creative element(s) to be implemented after or during park construction (whichever is most appropriate for the creative intervention).

Phase Two is expected to occur concurrently with Schematic Design and should influence the schematic design and be reflected in the opinion of probable cost.

### **Phase Three – 30% Schematic Design and 75% Demolition Plans**

In Phase Three, the park design consultant will develop the Park Pride Vision Plan for Mattie Freeland Park into a preliminary set of construction documents and illustrative drawings that can be shared with stakeholders and community members. The park design consultant shall also prepare a preliminary set of Demolition Plans for removal of the multifamily building.

Deliverables shall include the following:

- Review and understand the existing site
- Attendance at a project kick-off meeting with Park Pride and project partners. The meeting agenda shall include thorough review of the existing plans, scheduling and coordination
- A preliminary package of drawings and specifications to assist in communicating the design intent of the project to project partners and the public, including:
  - Preliminary Cover Sheet
  - Preliminary Existing Conditions
  - Preliminary Site Plan
  - Preliminary Creative Element Schematics
  - Preliminary Grading and Drainage Plans with calculations
  - Preliminary Tree Protection/Replacement Plans
  - Preliminary Typical Sections & Details
  - Preliminary Three-Phase ESPC Plan Set
  - Preliminary Table of Contents for Specifications
  - Conceptual Stormwater Management Diagram
  - One Illustrative Plan Rendering
  - Two Illustrative Perspective Views
- A preliminary package of drawings and specifications for permitting of Demolition of existing multifamily building, including:

- Preliminary Cover Sheet
- Preliminary Existing Conditions
- Preliminary General Notes
- Preliminary Demolition Plan
- Preliminary ESPC Plan (single phase)
- Preliminary ESPC Details
- Preliminary Table of Contents for Specifications
- Attendance at one Friends of Park meeting and preparation of appropriate drawings/materials
- An opinion of probable cost for the project
- A written response and related revisions to all Park Pride and design development team comments
- The consultant shall also provide technical support to Park Pride as needed, in their preparation of grant updates for components of the projects

#### **Phase Four – 75% Design Development and 100% Demolition Plans**

In Phase Four, the park design consultant will further develop the accepted Schematic Design for Mattie Freeland Park to an advanced intermediate stage of construction document completion and complete the bid/permit set for Demolition.

Deliverables shall include the following:

- Attendance at one stakeholder coordination meeting and preparation of appropriate drawings/materials
- A developed package of drawings and specifications to assist in communicating the design intent of the project to project partners and the public, including:
  - Complete Cover Sheet
  - Complete Site Plan
  - Complete Creative Element Schematics
  - Preliminary Site Enlargements (as necessary)
  - Complete Staking Plan
  - Complete Utilities Plan
  - Complete Grading and Drainage Plans with calculations
  - Complete Tree Protection/Replacement Plans
  - Preliminary Planting Plan, Schedule & Details
  - Preliminary Electrical & Photometric Plans
  - Complete Typical Sections & Details
  - Complete Three-Phase ESPC Plan Set
  - Complete Edited Specifications
- A complete package of drawings and specifications necessary for permitting of Demolition of existing multifamily building, including:
  - Cover Sheet
  - Existing Conditions



- General Notes
- Demolition Plan
- ESPC Plan (single phase)
- ESPC Details
- Complete Edited Specifications
- An updated opinion of probable cost for the project's construction budget
- A written response and related revisions to all Owner comments
- Any additional relevant plans, sections, elevations, and specifications
- The consultant shall also provide technical support to Park Pride as needed in their preparation of grant updates for components of the project.

### **Phase Five – 95% Construction Documentation**

In Phase Five, the park design consultant will further develop the accepted Design for Mattie Freeland Park to an almost complete stage of construction document completion.

Deliverables shall include the following:

- Attendance at one stakeholder coordination meeting and preparation of appropriate drawings/materials
- A developed package of drawings and specifications to assist in communicating the design intent of the project to Park Pride, project partners, and the public, including:
  - Complete Cover Sheet
  - Complete Site Plan
  - Complete Creative Element Schematics
  - Complete Site Enlargements (as necessary)
  - Complete Staking Plan
  - Complete Utilities Plan
  - Complete Grading and Drainage Plans with calculations
  - Complete Tree Protection/Replacement Plans
  - Complete Planting Plan, Schedule & Details
  - Complete Electrical & Photometric Plans
  - Complete Typical Sections & Details
  - Complete Three-Phase ESPC Plan Set
  - Complete Edited Specifications
- An updated opinion of probable cost for the project's construction budget
- A written response and related revisions to all Owner comments
- Any additional relevant plans, sections, elevations, and specifications
- The consultant shall also provide technical support to Park Pride as needed, in their preparation of grant updates for components of the project.

### **Phase Six – 100% Construction Documentation**

Deliverables shall include the following:

- Complete architectural and site construction documents necessary to fairly bid and construct the Mattie Freeland Park including but not limited to:
  - All site planning and construction plans, details and specifications to construct the grading, stormwater, electrical, potable water, utility plans, lighting; and any and all other plans, details and specifications necessary to construct the infrastructure for the proposed improvements, in accordance with all relevant codes
  - All construction plans, details and specifications to construct the landscape improvements, including but not limited to pedestrian circulation, picnic areas, decks and patios, fences, gates, site furnishings, and plantings, all in accordance with BMPs and applicable local codes
  - An updated opinion of probable cost for Mattie Freeland Park.
  - A written response and related revisions to all Park Pride, design development team and constructability comments
  - The consultant shall also provide technical support to Park Pride as needed, in their preparation of grant updates for components of the projects

### **Phase Seven – Bid and Permitting Support**

It is anticipated that Bidding and Permitting will occur in two phases, the first for Demolition of the multifamily building, and the second for Park Construction.

#### **BASE BID: Permitting Support for Demolition**

Deliverables shall include the following:

- A complete construction package (plans and specifications) in compliance with requirements to secure all necessary permits to demolish the multifamily building
- Respond to plan reviewer's requests for revisions or clarifications
- Track and expedite the permitting review process

#### **ADD ALT 1: Bid and Permitting Support for Park Construction (assume bidding to occur in Jan 2020)**

Deliverables shall include the following:

- A complete construction bid package (plans, details, and specifications) in compliance with requirements to secure all necessary permits to construct Mattie Freeland Park
- Respond to RFI's during the bidding process
- Assume two bid addenda during the bid process
- Attendance at one on-site pre-bid meeting with general contractors interested in bidding on the architectural/civil/landscape package
- Advise Owners throughout the bid and contract process
- Respond to plan reviewer's requests for revisions or clarifications
- Track and expedite the permitting review process
- Fill out forms and represent the Owners at scheduled meetings and hearings related to the City of Atlanta permitting process. Assume two meetings including Urban Design Commission (review and comment) and a Park Design Review Committee meeting.

- Assume City of Atlanta ownership (no Zoning changes needed)

## **ADD ALT 2 – Phase Eight – Construction Administration**

The park design consultant will develop a submittal schedule in coordination with the Owners and the selected Contractor, conduct inspections, review and approve all shop drawings and submittals, generate punch lists; assist in determining substantial completion, and other tasks necessary to oversee successful installation of the approved construction drawings:

Deliverables shall include the following (assume construction to begin in May 2020):

- Bi-weekly on-site OAC meetings, including regular construction observation, punch list, maintenance check, and final walkthrough
- Clarifications and Bulletins
- Compile as-builts and record drawings from Contractor
- Advise Owners throughout the construction process

## **4.0 ROLES AND RESPONSIBILITIES**

The primary parties in this collaborative effort are Park Pride and The Conservation Fund, in partnership with the City of Atlanta Department of Parks and Recreation. The selected consultants and the client team will work collaboratively to design a comprehensive park space for the neighborhood.

Park Pride will be responsible for consultant procurement, overall project management acting as the primary contact with the chosen firm, and coordinate involvement/project alignment with the City and community partners.

City of Atlanta will have review and approval authority over the final design.

Throughout the duration of the contract, the design team shall confirm project scopes and current conditions to ensure that all infrastructure needs, external impacts and existing site conditions are addressed by the plan. Project coordination and collaboration includes site visits, coordination meetings, plan review and constructability reviews to verify design intent, as well as any necessary revisions throughout the design and construction process.

The selected firm will work closely with the Owners throughout the creative design development process. Composition of the design team may vary, but members must have expertise in the following areas:

- Multi-disciplinary project management
- Park programming
- City of Atlanta Department of Parks and Recreation permitting and approvals
- Community engagement
- Recreation and open space design

- Sustainable land development
- Planting design
- Creative placemaking
- Lighting/Electrical
- Civil engineering
- Stormwater management and green infrastructure

We anticipate the following disciplines will be required as part of this project:

- Landscape architecture
- Civil engineering
- Lighting/electrical engineering
- Land surveying
- Geotechnical engineering
- Arborist

## **5.0 RFP SUBMISSION INFORMATION**

### **5.1 RFP OVERVIEW**

Firms submitting in response to this RFP will be asked to state in no more than 20 pages their understanding and experience relating to the project and to offer their methodology for achieving the objective and producing anticipated deliverables. The finalists from the RFP Phase may proceed to an interview phase and be requested to participate in in-person interviews.

The selected firm will demonstrate a depth of experience in designing and building parks of this size and scope and have a strong and successful background collaborating with community groups and the City of Atlanta during the design and construction process.

### **5.2 PROPOSAL FORMAT**

1. Letter of Interest
2. Qualifications
  - a. Company Overview and Background
  - b. Relevant Experience
3. Project Team
  - a. Provide a project team organization chart reflecting the integration and reporting structure of the team members internally
  - b. Identification of Project Manager, all team members and sub-consultants who will play substantial roles on the project team
  - c. Resumes of key team members
4. Scope of Work

- a. Preliminary scope of work based on project understanding and timeline
  - b. List of assumptions and exclusions, if any
  - c. List additional project scope and services that your team could provide, if selected
  - d. List percentage of total hours allotted to each phase of work and how subconsultants will generally be allocated to each phase
5. Methodology
    - a. Provide a written summary of the proposed approach your team will take for Mattie Freeland Park and what distinguishes your firm from others in the field.
    - b. Present a thorough understanding of City of Atlanta design review and permitting process.
    - c. Identify the perceived challenges and/or obstacles to successfully completing the project.
    - d. Discuss approach to the Creative Placemaking phase of this project and how you propose to interface with the selected Artist
6. Estimated Fees – Use attached worksheet. Provide supplemental information as needed. Fee worksheet should be submitted as a separate sheet and does not count toward the 20 page maximum.
7. References
    - a. Provide three references with project description that includes relevancy to this project, size and type of project, duration, value in dollars), primary contact with phone number and email address.

### **5.3 EVALUATION CRITERIA**

Proposals shall be evaluated by a selection committee to include representatives from Park Pride, The Conservation Fund, Friends of Mattie Freeland Park, and the City of Atlanta Department of Parks and Recreation. The following criteria will be used in evaluating and rating the proposals:

1. Project Experience/Qualifications 40%
  - a. Experience designing and building successful public parks of a similar scale, scope, and program
  - b. Experience with community participation
  - c. Coordination with City of Atlanta Department of Parks & Recreation, permitting agencies, and private non-profit partners.
  - d. Experience with park design that integrates stormwater management and green infrastructure
  - e. Quality of proposed team – specifically project experience and technical qualifications
  - f. Firm's capacity to meet target milestones
  - g. Good reviews from submitted references

2. Quality Assurance, Project Schedule and Budget Control 20%
  - a. Proven track record of completing similar projects on schedule with quality construction and within budget
  - b. Demonstrated ability to achieve value and efficiency required by project budgets
  - c. Demonstrated internal quality control processes
  
3. Project Approach and Scope 20%
  - a. Creativity, innovation, and overall quality of project approach
  - b. Strategy for involving the community and selected Artist in aspects of the park through creative placemaking or artistry
  - c. Evidence of past experience with creative placemaking and artistry in public parks
  
4. Estimated Fees 20%

The final selection will be based on an evaluation of the written responses to the RFP and, if conducted, interviews. The purpose of the interview will be to expand on the information provided in the RFP and not to repeat information already provided. Respondents selected for interviews will be provided additional instruction by Park Pride. Respondents not selected for further consideration will be notified. Award of the project will be made following contract negotiations to the most qualified respondent at a price which the Owners determine to be fair and reasonable taking into account the estimated value of services to be rendered, as well as the scope, complexity, and professional nature thereof.

Park Pride will enter into negotiations with the selected respondent and upon completion of negotiations shall execute a Professional Services Agreement (PSA). If Park Pride is unsuccessful in negotiating a PSA with the highest ranked team, Park Pride may then negotiate with the second or third highest ranked team until a PSA is executed, or may decide to terminate the selection process.

#### **5.4 RFP SCHEDULE**

Request for Proposals Issued: November 16, 2018  
 Deadline for Submitting Intent to Propose: November 30, 2018  
 Deadline for Submitting Questions (by email only): December 7, 2018  
 Email Distribution of Responses to Questions: December 10, 2018  
 Proposals Due: December 20, 2018  
 Firms Notified for Short-List Selection: January 4, 2019  
 Interviews of Shortlisted Firms: Week of January 7, 2019  
 Firm Notified of Selection: Week of January 14, 2019  
 Scoping Meeting: Week of January 21, 2019  
 Contract period (approx.): 8-12 months

This is an anticipated schedule only and may change.

#### **5.5 SUBMITTALS**

All proposals must be submitted in the following formats:

- Responses to this RFP shall require four (4) bound copies and one (1) PDF electronic copy delivered to the Atlanta office of Park Pride (233 Peachtree Street NE, Harris Tower, Suite 1700, Atlanta, GA 30303) **no later than 5 pm EST on December 20, 2018**
- Bound copies shall be printed no larger than 8.5" x 11", printed duplex, not to exceed 20 total pages (10 sheets of paper) including front and back covers, and submitted in a sealed package.
- Packages received after the submission date may not be considered.
- It is the responsibility of the design consultant candidate to ensure receipt of their proposal by Park Pride.

Sealed qualification packages must be addressed and delivered to:

Andrew White, Director of Park Visioning  
Park Pride  
233 Peachtree Street NE  
Harris Tower, Suite 1600  
Atlanta, GA 30303

## **5.6 REQUESTS FOR CLARIFICATION**

The project Owners require that candidates acknowledge receipt of the RFP and advise Owners of intent to submit proposals to Andrew White at [andrew@parkpride.org](mailto:andrew@parkpride.org) by November 30, 2018. Name, e-mail address and phone number of candidate point of contact shall be included with your intent to submit.

Questions related to this RFP must be submitted in writing to Andrew White at [andrew@parkpride.org](mailto:andrew@parkpride.org) by 5PM on December 7, 2018. Questions related to this RFP or project may not be entertained after deadline. Written responses to all submitted questions will be provided to all interested bidders by COB on December 10, 2018.

Consultants are encouraged to visit project site on their own prior to submittal of response to Request for Proposals. There will be no formal on-site pre-bid meeting. The site is located at: 607 Griffin St NW, Atlanta, GA 30318

## **5.7 COST OF PREPARATION**

The applicant shall bear all costs and expenses associated with the preparation, submission and clarification of its response. The Owners will not be responsible or liable for any direct or indirect costs incurred by the consultant, regardless of, and without limitation to, the conduct or outcome of the evaluation and selection process.

## 5.8 RESERVATION OF RIGHTS

1. The issuance of this RFP and the acceptance of a submittal **do not** constitute an agreement by Park Pride, The Conservation Fund, or the City of Atlanta that any entity submitting proposals will be chosen for this project, or that Park Pride, The Conservation Fund or the City of Atlanta will enter into a contract for services with any such entity. Any or all disputes arising under this RFP shall be governed by the State of Georgia. Park Pride reserves the right to issue written notices of any change in the submittal process, if determined that such changes are necessary or desirable.
2. In addition, and notwithstanding any other provision of this RFP, Park Pride reserves the right to:
  - a. Waive any immaterial defect or informality in a submittal;
  - b. Extend or otherwise revise the submittal due date;
  - c. Reject any or all submissions or portions thereof;
  - d. Cancel this RFP at any time;
  - e. Reissue a new or revised RFP; and
  - f. Request additional information or require one or more teams to submit a more detailed submittal.
3. Submittal of terms, conditions and/or agreements may result in rejection if such terms, conditions, or agreements are deemed unacceptable by the Owners. The Owners reserve the right to disqualify any entity who fails to provide information or data specifically requested herein or who provides materially inaccurate or misleading information or data or who attempts to influence the selection process outside the procedures established herein. Park Pride reserves the right to disqualify any entity on the basis of any real or apparent conflict of interest.



## Exhibit A - Project Location



The site is located at: 607 Griffin St NW, Atlanta, GA 30318

## **Exhibit B – Mattie Freeland Greenspace Vision Plan (2015)**

Download the 2015 vision report using the link below:

<http://parkpride.wpengine.com/wp-content/uploads/2016/09/mfvisioningbookfinalsmall10.8.15.pdf>

**Exhibit C – Conceptual Plan (revised 2018)**

**Exhibit D – Estimated Fee Worksheet**

<b>PHASE</b>	<b>ESTIMATED FEE</b>
Phase 1: Presentation of Existing Data	\$
Phase 2: Creative Placemaking Strategy	\$
Phase 3: 30% Schematic Design	\$
Phase 4: 75% Design Development	\$
Phase 5: 95% Design Documentation	\$
Phase 6: 100% Construction Documentation	\$
Phase 7: Permitting Support (Demolition Only)	\$
<b>TOTAL BASE BID ONLY</b>	<b>\$</b>
ADD ALT 1: Phase 7: Bid & Permitting Support for Park Construction	\$
ADD ALT 2: Phase 8: Construction Administration for Park Construction	\$
<b>TOTAL INCLUDING ADD ALTS</b>	<b>\$</b>