

# Shelby Farms Park RFQ: Questions and Answers

## Submission Requirements

*Q. Is it required to be licensed as an architect or landscape architect for this project to perform as prime? If so, can a local be added to the team to satisfy such a requirement?*

A. No. There is no such requirement. However, it is expected that the Master Planner of Shelby Farms Park will have to have substantial local presence.

*Q. Is a professional planner required? We intend to submit a civil engineer, but not MPE engineers; is this ok?*

A. A professional planner is not required.

*Q. Are there specific requirements for minority participation?*

A. While there is no specific requirement for minority participation, the Shelby Farms Park Conservancy encourages minority participation.

*Q. Can we have a title page or cover in addition to the 13 pages?*

A. An RFQ title page is not necessary. The top page of the submission should follow the guidelines set forth in the RFQ for page 1 of submissions.

*Q. Regarding the request to provide examples of a "favorite project", might we simply submit three projects that we feel represent our best work, without priority or favoritism?*

A. Submitting firms should do their best to follow the intent of the RFQ. If a "favorite project" does not exist, you may select one project that best represents the intent of the section, as long as you do not go over the page limit.

*Q. On pages 7 and 8 of the RFQ, there is a list of selection criteria and analysis of the consultants' work that is desired by the selection effort. We feel that this is difficult to communicate in two pages of "experience" and three individual samples of projects as indicated in the submission requirements. Can the "experience" section be expanded to 6 pages?*

**A.** Answers to questions should be clear and concise and must conform to the guidelines set forth in the RFQ. Responses that do not conform to the guidelines will be discarded.

## Terms of the RFQ

*Q. Is it possible to institute a guaranteed commission or have ideas remain the property of the competitors in the event that a larger stipend is not possible?*

**A.** Shelby Farms Park Conservancy reserves the right not to grant a commission as a result of the innovative design competition. All ideas generated during the innovative design process will remain the property of the Shelby Farms Park Conservancy.

*Q. What is behind the schedule identifying 9 weeks for schematic design and 7 weeks for design development?*

**A.** The initial design portion of the process must allow for becoming familiar with the site, and responding to feedback from the Shelby Farms Park Conservancy, stakeholders, and the public. This is meant to be a period of iterative design, and as such will require time for revisions, new ideas, and feedback. Further development of the actual design and Master Plan will begin when a winner is selected.

*Q. Is it essential that a local firm only be on one of the finalist's teams? This is very problematic for a local firm that would offer a valuable and unique contribution to multiple teams during the competition phase. Under this scenario, it is understood that if a support firm is on multiple teams, each relationship is totally confidential and the highest standards of ethics are maintained with each team throughout the process.*

**A.** As a measure to ensure confidentiality and a way for the public, stakeholders, Shelby Farms Conservancy, and the Master Plan Committee to become familiar with specific design teams, a local firm may only participate on one finalist team. If a local firm is on more than one finalist team, they must choose one team during the innovative design competition process, and the other team will be allowed to replace the local firm.

*Q. When a team from a remote location is traveling to Memphis for meetings/presentations and those costs are specifically noted above and beyond the stipend and reimbursable to the team, will the travel team be limited in its attendance by the potential costs and will there be an upset established for reimbursable costs?*

A. Travel from some locations is more expensive than others. The specific amount to be reimbursed will be negotiated separately for each design team.

*Q. What is the specific definition of a "local firm"? Do you mean limited to Memphis city or to the Memphis region?*

A. A local firm is loosely defined as being located within driving distance of the Memphis metropolitan region.

*Q. There is some conflict between the process being 15 versus 20 weeks long. Please clarify.*

A. For the process timeline, please refer to the innovative design competition schedule outlined on page four (4) of the Shelby Farms Park RFQ. Design will begin on November 29, 2007, and the winner will be announced on April 9, 2008.

*Q. What is the cost limitation for finalists' travel?*

A. Travel expenses will be negotiated and agreed upon separately for finalists. Travel expenses will vary according to departure locations.

*Q. What is the cost limitation for the presentation models?*

A. Expenses for models will be negotiated and agreed upon. Expenses for models will be the same for all finalists.

*Q. It is indicated that competition stipend for the finalists will be US\$25,000 for an effort that may have a value, by our firm and other team members, in the range of \$75,000 to \$125,000. Since there is no guarantee of a commission offered and the Conservancy is*

*requesting full rights to all the ideas produced, is it possible that this stipend could be increased to the level of \$75,000?*

A. The innovative design competition stipend for finalists is fixed at US\$25,000. It will be schematic. The Master Plan Committee is selecting a designer—not a design. An additional stipend will be offered to cover finalists’ travel and model expenses.

Q. *How important is local participation to the selection process? Can a team be developed after selection, even after the competition?*

A. Local participation is an integral part of the process. Any addition to a finalist team is at the discretion of the Shelby Farms Park Conservancy. If additional local presence and participation is desirable, the Shelby Farms Park Conservancy will make that clear.

Q. *It is not clear whether the project is 100% landscape, or whether some buildings will be required. Please clarify.*

A. It is the intention of the innovative design process, in part, to determine such issues as building facilities requirements.

Q. *Is it possible to conduct interviews to determine three finalists, with which the selection committee had some level of comfort prior to starting the competition? This might create some assurance that if a team won the competition, they would actually be commissioned to do the master plan. Are interviews a possibility?*

A. Part of the goal of the innovative design process is to make the Shelby Farms Park Conservancy, stakeholders, and public familiar with the finalists. It is the hope that in fostering these relationships the Shelby Farms Park Conservancy will feel comfortable moving forward with one of the finalists.

## **The Innovative Design Competition Process**

Q. *Will work sessions with the client be open meetings with all design teams in attendance?*

A. No. Each work session will involve only one design team.

- Q. What assurances will be given that important concepts developed by one team are not shared (directly or indirectly) with other competing teams?*
- A. No assurances can be made regarding direct or indirect sharing of materials. It is the sole responsibility of the designers to develop their schemes according to input from the public, the Shelby Farms Park Conservancy, the Master Plan Committee, and stakeholders. The objective of the innovative design process is to develop design ideas and relationships with the public, the Master Plan Committee, the Shelby Farms Park Conservancy, and stakeholders. The innovative design process is intended to select a designer, not a design.
- Q. Will preliminary design work produced during the Innovative Design Development Period be posted on the website prior to the March 6, 2008 public exhibition date?*
- A. No designs will be posted on the website until the public exhibition.
- Q. The process implies a very grounded response during the competition phase. Can we expect to get all the 'grounding' we need from the stakeholder working group and the competition advisor?*
- A. Yes.
- Q. You are asking us to be prepared to make a considerable investment in the future of this great public endeavor. There was a call for qualifications for this project in recent years. What has transpired since then that makes the future reality of a park more likely now than then?*
- A. During 2006 the Shelby County Commission signed an easement agreement which restricts what can be done with the park. During the summer of 2007, the Commission also entered into a 10-year management agreement with the newly formed Shelby Farms Park Conservancy for the purpose of creating a master plan, implementing it, and hiring staff to manage and maintain the Park. The Shelby Farms Park Conservancy has raised the money necessary to pay for this process. None of this had occurred prior to 2007.
- Q. What presentation guidelines will be established to ensure competing firms share their ideas in a comparable fashion?*

A. Presentation guidelines will be established and distributed to finalists prior to the second scheduled Memphis visit during the innovative design process.

Q. *Can you share in more detail the products that will be required during each round of the competition? Will requirements be standardized?*

A. There are no specific products required prior to the exhibition. Requirements for the exhibition will be the same for all finalists.

Q. *How do you intend to protect competitors' ideas from leaking to other competitors during the workshop formats?*

A. Each competitor will meet separately with the Shelby Farms Park Conservancy Master Plan Committee during the innovative design process. All participants in the innovative design process will be specifically required to refrain from discussing ideas with other finalists.

Q. *Who is the jury? If you don't know now, when will you know?*

A. There is no jury. The design team selected to produce the master plan will be chosen by the Master Plan Committee with whom all finalists will have interacted on at least three occasions prior to the decision. Alex Garvin & Associates will act as the client's representative throughout the process.

Q. *Will the jury have complete decision-making authority?*

A. The Master Plan Committee has complete decision-making authority.

Q. *Have alliances been established with US Corps of Engineers, Tennessee DOT, etc.?*

A. There has been continuing interaction with all relevant government agencies (federal, state, and local). Specifically, the government of Shelby County (the owner of the site) will be an active participant in the process.

Q. *Who are the stakeholders?*

A. Stakeholders include Shelby County Government, the Agricenter, and the Master Plan Committee (whose membership is representative of the Memphis metropolitan region).

### Availability of Information and Materials

Q. *Is there a greater regional master plan and program that this project will fit into and if so, are there more specifics available as to scope, facilities desired or needed, active/passive goals both regionally and specific to the Shelby Farms?*

A. There is no master plan for the county or the territory surrounding Shelby Farms Park, but all materials relating to the site and to various characteristics (e.g., demographic data) of the surrounding areas will be distributed to finalists on November 29, 2007, when the innovative design competition begins.

Q. *Are there aerial maps and/or topographic surveys available at this time specific for the Shelby Farms site for review as we build our team and prepare our response? If so, how do we access these?*

A. All mapping materials will be made available to finalists on November 29, 2007. These materials will not be made available to respondents to the RFQ.

Q. *Are there civic, cultural, or other Conservancy or Institute buildings that are currently considered as part of the Shelby Farms master planning program for the site?*

A. These materials will be made available to finalists on November 29, 2007. Materials will not be made available to respondents to the RFQ.

Q. *Can you please provide the list of recipients who were sent the Shelby Farms Park Master Plan RFQ by mail?*

A. The Shelby Farms Park RFQ is an open call for qualifications. All are welcome to submit, except for those parties specifically identified as having conflict(s) of interest.

*Q. Is the RFQ by invitation only or an open call for qualifications? If invited, who was asked to submit?*

A. The Shelby Farms Park RFQ is an open call for qualifications.

*Q. What firms did the RFQ go out to?*

A. The Shelby Farms Park RFQ is an open call for qualifications. All are welcome to submit, except for those parties specifically identified as having conflict(s) of interest.

### **After the Competition**

*Q. Is construction funding available from the local government authorities or private organizations? In what amounts?*

A. Management of the Conservancy has been transferred into a 501(c)3 corporation—the Shelby Farms Park Conservancy. Memphis business and foundation leaders have already raised US\$1.5 million to cover the first year of the Conservancy’s operation.

*Q. Could you please clarify the expectation of the scope for the \$450,000 fee: is it strictly a master plan, or does it also include schematic design and design development (as defined by the AIA)?*

A. US\$450,000 is an estimate to cover work between the selection of a competition winner and approval of the Master Plan by County Commission—it is for the Master Plan. It is anticipated that construction documents for individual portions of the plan will be funded separately.

*Q. Is the competition advisor to be involved in the on-going master plan work or other role after the competition?*

A. The role of Alex Garvin & Associates after approval of the master plan has not yet been determined.

Q. *Will the recipient of the Master Plan commission be the recipient of the actual design of the park, construction documents, etc.? (In some situations, this is prohibited to prevent "inflated schemes" or to simply ensure participation by other firms).*

A. Yes. The firm selected to do the master plan will be selected to produce construction documents. To the degree that they are not part of the master plan that is approved by the Shelby Farms Park Conservancy and the Shelby County Commission, any additional construction documents will be produced and paid for after the master planning process.

Q. *What is the anticipated budget for the project?*

A. The anticipated budget for the project will be an outgrowth of the innovative design process and negotiations with the selected design team and the Shelby Farms Park Conservancy (with the participation of Alex Garvin & Associates).

Q. *Is the \$450,000 the fee for the master plan, or the budget? If it is the fee, is it intended to cover schematic design only? Schematic design and design development?*

A. The US\$450,000 is an estimate of the cost of preparing the master plan and not a specific commitment.