



**REQUEST FOR LANDSCAPE ARCHITECTURAL/ENGINEERING  
PROGRAMMING SERVICES**

March 17, 2021

For

**20th Street/Birmingham Green Refresh Project  
Birmingham, AL City Center**

Issued by

REV Birmingham

## 20th Street Refresh/Birmingham Green Refresh Project

Please address all submittals and clarification questions to:

Jonathan Crain  
Project Coordinator  
REV Birmingham  
5529 1st Avenue South  
Birmingham, AL 35212  
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### **PROJECT SCHEDULE**

The solicitation, receipt, and evaluation of the SOQ responses (i.e. SOQs) and the process for selecting a team are anticipated to follow the timeframe below.

Issuance of RFQ	Wednesday, March 17, 2021
Pre-Submittal Conference	Friday March 19 2021
Deadline for Submittal of Questions regarding the RFQ	Friday March 19, 2021
Deadline for Answers to Questions	Monday March 22, 2021
Submittal Due Date for RFQ	Wednesday, March 24, 2021
Notification/Engagement in contract negotiations with selected team	Tuesday, March 30, 2021

## PROJECT OVERVIEW

The Birmingham Green Refresh aims to increase property values and economic vibrancy in the downtown core by making 20th Street North an inviting, comfortable, and activated space through a holistic approach to streetscape, landscaping, furniture, signage, and management. A focus on pedestrian experience will give visitors a reason to explore 20th Street and will create vibrancy and positive economic impact.

The aesthetic of 20th Street needs an update. The large shrubs that currently fill the planted space along the street create barriers for pedestrians and a habitat for pests, and they don't add much visual interest. To bring 20th Street up to date and create a cohesive visual style for Birmingham's favorite public spaces, a variety of native and lower maintenance plant species should replace the shrubs, with concentrated pops of color in the form of new planters full of flowers. 20th Street's industrial concrete furniture has a foreboding style that needs updating. New, movable street furniture will give 20th Street the friendly feel of an outdoor living room that will drive economic activity along the corridor. Banner signage that can change seasonally or promote events will anchor the new look.

The inviting new look of 20th will be paired with a functional new design. New flexible use tables and chairs will provide additional outdoor seating for a quick lunch, a game of checkers, or some work on a laptop. We want to encourage positive uses of public space by providing more options. 20th Street currently features two large unmarked travel lanes that result in high traffic speeds, double parking, and confusion. A new design for 20th will include a formalized "flex zone" that each business can use as needed for food trucks, valet parking, events, loading, or even further expanded seating. This flex zone will be buffered by a bike/scooter lane, which will encourage multimodal uses and further separate vehicle traffic from the vibrant street life the design creates.

## PROJECT SITE

The 2018 APPLE Study includes a detailed documentation of existing conditions including assessments of adjacent districts, traffic studies, transit, building uses, and tree canopy. Detailed information can be found in that study. Below are highlights from the document:

- 20th Street is surrounded by a rich and varied palette of individual districts that add to the diverse texture of the central business district.
- All these districts are valuable assets and are within a five-minute walking distance from 20th Street, making it the obvious "Main Street" and central spine of Birmingham.
- The section of 20th Street from Park Place to 5th Avenue North has a lower traffic flow (less than 400 vehicles per hour).
- The section of 20th Street from 5th Avenue North to 1st Avenue North has moderate traffic flow (400 to 700 vehicles per hour).

- The section of 20th Street from 1st Avenue North to 4th Avenue South has higher traffic flow (700 - 1100 vehicles per hour).
- Currently 20th Street has two lanes of traffic each way with a divided median and no on-street parking.
- 20th Street and all the cross avenues have transit routes with bus stops at each block on both sides. The Magic City Connector is a bus transit route that runs along 20th Street connecting routes linking to other attractions throughout the City, from Five Points to the Birmingham Jefferson Convention Center.
- Improvements should provide better site furnishings for ease of traveling via transit and improve total parking space numbers.
- The 20th Street corridor and the 1st Avenue greenway are the busiest areas for both foot and cycling traffic. 20th Street has fallen behind in proper infrastructure for these groups, especially cyclists, who are lacking a dedicated bike lane. Any future plans should attempt to remedy these shortcomings by creating a rich environment for pedestrians and cyclists alike.
- Office space dominates 20th Street with land use. Commercial use and restaurants are sprinkled throughout the street to give it a culinary presence.
- Residential use is present with a few units popping up and a major anchor of apartments/mixed use at the south end adjacent to the Rotary Trail. Institutions are represented by the Church of the Advent at 6th Avenue N.
- Most of the trees along 20th Street are mature specimens and are predominately oak trees. The oak trees are in good condition and should be protected and preserved for their maximum longevity.
- There are some red maples that are in poor health and candidates for removal. There is also a beautiful ginkgo in the median just south of Linn Park that should be preserved.
- The shrubs and ground cover in the right-of-way along 20th Street are in poor shape and have reached their life span after 30+ years and are in need of replacement.

## **PROPOSED DEVELOPMENT**

### **The 20th Street project will focus on:**

- New plant massings and general plant species that can be well maintained with current assets and which will create the most dramatic impact.
- Limited modifications to sidewalk and median hardscapes with a focus on recapturing planted space for seating, merchandising, active use, and median crossings; repair of degraded crosswalks.
- Identifying current street elements that should be removed and any new elements that should be placed including seating, pots for planting, trash cans, games, and activities for potential pedestrian wayfinding elements.
- Recommendations for lighting needs to tie design elements or address existing safety issues, likely to be implemented in future phases.
- Recommendations for private property façade and lighting improvements in support of the streetscape plan.

- Specifications for hardscape and existing planters and/or site furnishings that should be demolished and replaced with new planting areas or additional sidewalk space.
- Examples of constraints in the project:
  - Cannot currently move the existing curb lines (with the exception of the creation of new curbs at existing loading zones).
  - COB and APCO's ability to implement lighting improvements.
  - Private property owners' interests in or ability to implement complementary façade improvements.

All construction bid packages will be competitively bid in compliance with the State of Alabama Public Works Law (Code of Alabama, Title 39).

### **Design Package Deliverables**

The Final Design Package will include the following deliverables, to be made available to REV in electronic files via both email and electronic media (Portable Drive) according to the timeline below. Files shall be in the following formats: PDF, GIS shape files, CAD files, .ai files. File should be stamped and sealed and presented in a manner consistent with expectations of the City of Birmingham Department of Planning, Engineering and Permits in order to grant applicable licenses, permits, and permissions for this project.

Construction Document Plan set to include:

- Demolition plan for each block and any crosswalks
- Hardscape plans with details for each block and crosswalk
- Landscape Plan with Schedules, Details and Notes for each block and crosswalk
- Miscellaneous Engineering/Lighting Plans as needed for any elements being proposed include plans, drawings or details not included above

### **Design Project Timeline**

The Final Design Package will be due to REV within 6 weeks of the signing of a contract.

### **Design Budget**

Current available budget for the design phase of this project is \$17,500.

## **SUBMISSION REQUIREMENTS**

A complete, concise and professional response to this RFQ will enable the Selection Panel to identify those teams deemed most qualified and will be indicative of the level of the Respondent's commitment to the proposed project.

Any team selected must demonstrate the experience, resources, and expertise needed to successfully design the proposed project as previously described. Past design experience with similar projects and knowledge of the project site will be critical in evaluating responses to the RFQ.

Additionally, staff capacity and ability to meet budget and deadline requirements will be critical in evaluating the successful Respondents.

The Respondent shall follow the format described below. The contents of the submittal must be clear, concise and complete. RFQ submissions shall not exceed a total of twenty (15) pages, including any appendices, using a minimum font size of 11pt. The Respondent shall submit one "high quality" digital PDF file (via email).

Each section of the RFQ response shall be labeled in the order shown below.

#### **1. SUBMITTAL COVER**

The submittal cover shall include the title of the RFQ, submittal date, the lead Respondent, principal contact, address, telephone number, email address and web site address if applicable.

#### **2. TABLE OF CONTENTS**

The table of contents shall be complete and clear indicating section headers and pages.

#### **3. TRANSMITTAL LETTER**

A duly authorized official of each Respondent or lead firm must execute the transmittal letter in blue ink. For Respondents that are joint ventures, partnerships, limited liability companies or other associations, the transmittal shall be executed by authorized officials of each Equity Member. The transmittal letter should include the following information:

- Name, address, telephone for the lead company
- Legal structure of lead company or anticipated entity (e.g. corporation, joint venture, limited partnership, limited liability company, etc.) and date of legal establishment
- Name, title, address, telephone number, and email address of the person designated as the primary contact for the lead company
- Names and relationships of all companies included in the RFQ submittal (e.g. architect, engineer, etc.)
- A statement indicated that all representations, statements and commitments made in the RFQ on behalf of the member firm(s) have been authorized by, are correct, and accurately represent the role of the member firm in the Respondent team.

#### **4. EXECUTIVE SUMMARY**

The Executive Summary, in one (1) page, shall be written in a narrative style and shall contain sufficient information for reviewers with both technical and non-technical backgrounds to become familiar with each Respondent's RFQ and the Respondent's ability to satisfy the technical requirements of the project. The Executive Summary shall also include any relevant information the respondent believes is necessary to introduce the team and project to the selection committee.

#### **5. PROJECT CONCEPT AND APPROACH TO MEETING REV OBJECTIVES**

Include a complete but succinct narrative description that generally sets forth the Respondent's envisioned design concept that meets or exceeds REV's objectives stated in Section 1.2. This section shall not exceed one (1) page. Bubble diagrams or sketches of concepts may be useful but are not required. Do not include more rigorous drawings, plans or renderings beyond sketches/bubble diagrams as part of this RFQ phase.

Please incorporate the points listed below in a narrative description of the proposed project concept:

- Basic design concept, including approach to plant massings, hardscape alterations and repairs, and street furniture
- List of deliverables
- Project timeline
- Statement of ability to meet budgetary requirements
- An explanation of why the Respondent is qualified to develop the envisioned project

## **6. IDENTIFICATION OF THE DESIGN TEAM**

Include a complete but succinct description of the proposed design team, including the identification of the primary designer and partners that make up the key members of the team, a clear identification of the project lead for the day-to-day management of the project as well as key contacts for each partner who will be responsible for implementing the project. Provide clear identification of which entities make up the team. At a minimum, the submittal shall identify the lead design firm. This section should also identify the lead contact for each firm, including contact name, address, phone number and email address.

### **1. Minimum Requirements of the Development Team**

The Respondent must demonstrate successfully designing at least three (3) projects, within the last ten (10) years, including the planning, designing, and completion of a project consistent with the proposed project, with an emphasis on experience designing a project on public or quasi-public agency land and entitling projects in complex regulatory environments with multiple levels of government (e.g. one or more of the following - Federal, State, County, Airport Commission, City, Port, etc.).

Respondent should have specific experience with:

1. At least one (1) project where the Respondent was primarily responsible for the design of the project which is of similar nature to that which is envisioned in the RFQs;
2. At least one (1) of the three (3) projects listed above, the project value must be over \$1 million.

Individual project examples shall not exceed one (1) page, for a total of three (3) pages in aggregate. Project-related examples shall include, but is not limited to:

1. Name of the Project
2. Location (address) of Project

3. Firm's role on Project
4. Project Executive and Project Manager including name(s) and contract information
5. Project Description
6. Size of the Project:
  - a. Total Square Feet
  - b. Total Acreage
7. Type of Construction
8. Construction start and completion date
9. Construction Type
9. Total Project Cost
10. Any LEED or LEED-equivalent Certifications
11. Special Project Considerations, particularly proximity to airports and/or highways, where airspace and noise concerns are elevated
12. Photo of Project

## **8. PROJECT PERSONNEL**

This section shall identify the contact person with primary responsibility for the project, the key personnel proposed to work on this project, and any joint venture partners. The persons listed will be considered committed to the project with no substitutions allowed without prior agreement by REV. A one paragraph biography for each key professional and technical person assigned to the project, including partners and consultants, shall be submitted and shall not exceed one (1) page total. At a minimum the key personnel shall include those personnel listed below:

1. **Project Executive.** A Project Executive with at least ten (10) years of experience as a project executive and having worked on a minimum of three (3) projects in an environment similar to the Respondent's envisioned concept. The Project Executive shall be an individual with the authority to make binding decisions on behalf of the Respondent through the design and construction phases of the project and shall have the overall responsibility for ensuring the project is delivered in accordance with the development agreement.
2. **Project Manager(s).** Project Manager(s) with at least ten (10) years of experience as a project manager and having worked on a minimum of three (3) projects in an environment similar to the Respondent's proposed concept. The Project Manager can be an individual with authority to make binding decisions on behalf of the Respondent through the design and construction phases of the project and shall be responsible for managing and coordinating the entire design process, including budgeting, scheduling, planning, design, and any other



processes related to the design of the project. At least one (1) project shall be a project listed in the Respondent list of qualifying project examples.

3. **Other Key Personnel.** Other key personnel of the Respondent team not listed above.

## **SELECTION PROCESS**

A Selection Panel will be created to evaluate and assess the submitted RFQs. The Selection Panel will review and score written proposals in accordance with the following criteria. Following written evaluation, REV may conduct oral interviews with all or a subset of Respondents to further understand team qualifications, if needed.

### **ADMINISTRATIVE AND LEGAL EVALUATION**

The following administrative and legal aspects of the RFQ are evaluated by REV staff and vetted by the Selection Panel on a pass/fail basis:

- Evaluation of the completeness of the information submitted in the RFQ including compliance with all instructions in this RFQ.
- The RFQ contains an original executed transmittal letter

#### **1. PROJECT CONCEPT AND APPROACH EVALUATION (15 POINTS)**

- Evaluation of the proposed project concept.
- Concept meets REV's objectives for the Site and long-term vision.
- Demonstration of overall understanding of the site, the design concepts and commitments to honoring community desires as demonstrated through community input; Innovation and creativity; phasing; navigating government and quasi-governmental processes.

#### **2. DEVELOPMENT TEAM EVALUATION (15 POINTS)**

Evaluation of the assembled team including:

- A Respondent with experience in planning, designing and implementation of projects in an environment similar to the Respondent's proposed concept, within the last ten (10) years. To be eligible the Lead Developer must demonstrate meeting all the minimum requirements specified above.
- Evaluation of the Respondent's personnel and references
- Evaluation of the assembled team members
- Evaluation of the Respondent's key personnel and their ability to meet the applicable minimum qualifications outlined in above

- Evaluation of the team’s experience and capability;
- Demonstrated ability to successfully entitle projects in complex regulatory environments with multiple levels of government (e.g. one or more of the following – Federal, State, County, Airport Commission, City, Port, etc.);
- Public-Private Partnerships, i.e. establishing public agency partnerships - experience working with local government and quasi-governmental agencies on public land deals, redevelopment deals, or similar work.
- Manage the design and delivery of similar projects

**3. PAST PROJECTS AND PERFORMANCE EVALUATION (20 POINTS)**

Evaluation of the team’s past projects and performance:

- Demonstrated successful track record of designing projects of similar scale
- Proven track record of completing projects of comparable type, scope, and quality envisioned
- Proven ability to implement projects quickly, effectively, and on budget
- Experience with sustainable development within an urban context, including demonstrated use of innovative design and development measures
- Demonstrated ability to partner with local organizations and/or address community concerns

**4. Budgetary and Timeline Considerations (50 POINTS)**

- Commitment to meeting timeline and budgetary constraints as outlined in above
- Evaluation of the team's financial standing, capacity, experience and resources to undertake, and deliver the project

Summary of Evaluation Criteria Scoring	
Preliminary Project Concept and Approach Evaluation	15 Points
Development Team Evaluation	15 Points
Past Projects and Performance Evaluation	20 Points
Budgetary and Timeline Considerations	50 Points
<b>Total:</b>	<b>100 Points</b>

DISCLOSURES AND ADDITIONAL INFORMATION

**1. REV’S RIGHTS RESERVED RELATIVE TO THIS SOLICITATION**

REV reserves the right to do the following at any time:

- Reject any and all submittals without indicating any reasons for such rejection;
- Amend this solicitation by addendum;

- Waive or correct any minor or inadvertent defect, irregularity or technical error in the RFQ or any RFP procedure or any subsequent negotiation process;
- Extend any or all deadlines specified in the RFQ by issuance of an addendum at any time prior to the deadline for submittals;
- Disqualify any Respondent on the basis of any real or perceived conflict of interest or evidence of collusion that is disclosed by the response or by other means or other information available to REV;
- Check any or all references (1) necessary to assess a Respondent's past performance; (2) pertaining to similar projects that demonstrate experience that is relevant to the RFQ scope of work; and/or (3) explicitly specified in the response or that result from communication with other entities involved with similar projects, including other industry sources and users of similar services known to REV,
- Reject any Respondents that are in breach of or in default under any other agreement with REV, The City of Birmingham, or Jefferson County;
- Reject any Respondents deemed by REV to be non-responsive, unreliable, or unqualified.

REV accepts no financial responsibility for any cost incurred by the Respondent during either phase of the selection process. All submittals become the property of REV and may be used in any way deemed appropriate.

## **2. WITHDRAWAL OF SOLICITATION**

REV reserves the right to withdraw this solicitation at any time without prior notice and makes no representation that any agreement will be awarded to any Respondent. Additionally, REV expressly reserves the right to postpone opening responses to this solicitation for its own convenience, and/or to waive any informality or irregularity in the responses received. REV reserves the right to issue a new RFQ any time after withdrawal of this RFQ and/or procure any services specified in the RFQ by other means.

## **3. CONFIDENTIAL SOLICITATION PROCESS**

REV will not share the details of individual responses to this solicitation with competing Respondents during the selection process. The Respondents shall not attempt to influence the decision process by lobbying or otherwise influencing decision makers. By submitting a response to this RFQ, the team agrees to keep the team's response confidential and not engage in any activity in an attempt to influence the decision outside of the process outlined in the RFQ, as may be amended from time to time.

## **4. NEWS RELEASES**

The Respondent agrees that, if selected, REV will review and have rights of approval on all news releases and other public comment pertaining to this solicitation and/or subsequent agreement(s) prior to release. All news releases will be submitted in writing to REV's designated contact in this RFQ.

#### **5. INDEMNIFICATION**

The Respondent agrees, if selected, to indemnify and hold harmless REV and all its officers, employees, and consultants from any and all liability, claims, costs (including reasonable attorneys' fees), demands, damages, expenses and causes of action.

#### **6. EXAMINATION OF SOLICITATION**

The Respondent understands that the information provided herein is intended solely to assist the Respondent in submittal preparation. To the best of the REV's knowledge, the information provided is accurate. However, REV does not warrant such accuracy, and any errors or omissions subsequently will not invalidate this solicitation. Further, by submitting a response to this solicitation, the Respondent represents that he or she has thoroughly examined and become familiar with work required in the solicitation and is capable of performing quality work to achieve the objectives of REV.