

## **Procurement Amendment 1**

Master Planning Services for  
Appalachian State University  
287 Rivers St, Boone, NC 28608

**Date Issued: June 17, 2021**

Through the issuance of this Amendment, the Request for Proposal (“RFP”) document issued on June 11, 2021 is modified to a Request for Qualifications (“RFQ”). Accordingly, all references in the document to “proposals” are revised to “RFQ submissions.” Additionally, the following sections are revised as follows:

### **Section VI. Process.**

- Item f) is stricken from evaluation criteria and fees will not be considered in the University's evaluation of RFQ submissions for down-selection. Fees will be considered during the subsequent RFP stage.
- Following University review of all submissions, up to five firms will be down-selected to receive the RFP for this project. Firms selected to receive the RFP will participate in campus site visits and subsequent interviews.

### **Section VII. Form of Proposal**

- Item g) is stricken from the RFQ submission requirements. Firms will be required to submit a fee proposal following notification of down-selection and receipt of the RFP.

## **REQUEST FOR PROPOSAL**

Master Planning Services for  
Appalachian State University  
287 Rivers St, Boone, NC 28608

### **I. IMPORTANT DATES**

RFP Issued: Friday, June 11, 2021

Proposals Due: Tuesday, June 29, 2021 by 5:00pm (EDT)

Campus Visits: Tuesday, July 13, 2021

Please see complete schedule on page eight of the RFP document.

### **II. INTRODUCTION**

Appalachian State University (“University”, “App State”, or “Client”) located in Boone, North Carolina, is a public university founded in 1899. The University, as of the Fall of 2020, has a total enrollment of 20,023 students. App State desires to elevate and expand its academic reputation by creating an Innovation District (the “Project”) that connects market-responsive investments in housing, office space, retail, and hospitality with applied research facilities, academic buildings, convening areas, and open natural spaces. Improvements within the district are anticipated to be funded by a combination of public and private financing. These improvements will create a vibrant neighborhood feel within the District, and in turn, assets types such as housing, office, retail, and other commercial space should generate a financial return to the University. As such, The Innovation District Master Plan should create a compelling vision both for developers and for industry partners seeking to associate with the University. The Innovation District project will also include programs that support economic development and resiliency for Western North Carolina and capitalize on App State’s strengths in applied research and technology. In particular, App State is a national leader in sustainability and intends for the Innovation District to be a living laboratory for related teaching/outreach, research, and commercialization. The mixed-use District will stimulate the creation of sustainable, future-oriented jobs and support entrepreneurship, building upon Boone’s unique mountain culture.

The Project Steering Committee now seeks RFP respondents that possess demonstrated capability to determine an optimized master plan for the district. Specifically, the successful RFP respondent will engage and coordinate with other consultants, potentially including architects, engineers, accountants, finance professionals, attorneys, and contractors, in order to perform certain planning, feasibility studies, design work, and other services for the University.

### **III. PROJECT DESCRIPTION**

The University is seeking an experienced master planning team with the best qualifications and proven track record to lead the design efforts on this transformative Project. App State has retained the services of Brailsford & Dunlavey (“B&D”) to serve as the development advisor on behalf of the University. B&D will be responsible for conducting market analyses and developing the programming and financial assumptions for the various asset types within the District, and will work closely with the selected planning firm throughout

the process. B&D is also assisting the University with this solicitation process, and their role will be to support in an advisory capacity.

Located adjacent to the App State University Nature Preserve, the District will be developed within a site containing approximately forty-four acres of land, owned by the University of North Carolina System and designated as Millennial Campus. The site is the former location of the Broyhill Continuing Education Center.

The District will be a desirable place to live, work, learn, and play. The Project will include a variety of uses, such as student and workforce housing, office, retail, hospitality, and other commercial facilities, and surface and/or structured parking facilities. The District will utilize distinctive place-making and the interplay between housing and thoughtful retail and amenities both to attract firms to locate within the District that are aligned with its economic and sustainability mission and to retain regional talent and fight “brain drain” from the western NC high country. Housing onsite is essential in order to mitigate the impacts of the Boone area’s tight housing market and recruit professional talent to Boone. The University perceives the location of the Innovation District on the former Broyhill Center site to be both a benefit and a challenge for these revenue-generating improvements: the wooded character of the site and proximity to nature should present opportunities to create a unique and attractive destination, while mobility and site access issues will require innovative solutions to optimize the financial and strategic value of the site.

The Innovation District will also showcase Appalachian’s leadership in sustainable development and the stewardship of its natural resources. The University intends for the Innovation District to incorporate “smart” transportation solutions and energy and water infrastructure that allow the district to meet aggressive sustainability metrics such as net-zero energy and net-zero water. Living Building and regenerative/net-positive design may be considered for improvements onsite, and the District master plan should align with those ambitions.



Figure 1. Innovation District Site

In addition to its revenue-generating and infrastructure components, the District is envisioned to include some academic-focused components. Two facilities under consideration are an Applied Teaching and Research Building and a Conservatory Building for Biodiversity Education and Research. These would include teaching, laboratory, business incubator/workspaces, and meeting space. A third building under consideration is a Fermentation Sciences Facility, which has the potential to operate in concert with a commercial brewery / restaurant concept.

#### IV. SCOPE OF WORK

App State would like to engage the services of an architecture and planning firm to create a conceptual master plan for the Innovation District. The master plan will guide development of the Innovation District in a functional and cohesive manner, optimizing the relations of the improvements to each other and other site conditions, as the University engages with developers to build particular asset types or improvements over time. The master planning services shall conclude with a formal deliverable inclusive of imagery and design narratives that address all planning aspects as described below.

- a) Participate in recurring meetings with the project committee, the residential developer, B&D, retail brokerage partners, and other relevant development stakeholders either in person or via video-conference to coordinate efforts.
- b) Participate in Client/B&D meetings to understand previously determined program and visioning requirements.

- c) Provide conceptual locations for buildings, green space, parking, roadways, and sidewalks. Include a rendered site plan and at least (3) basic 3D renderings to depict these elements.
- d) Collaborate with the selected developers, other design and construction professionals, and brokers to ensure the vision for the development of individual parcels aligns with overall plan.
- e) Provide guidance and recommendations with respect to zoning and platting the property area (as it is currently all zoned for University use). Include a narrative providing guidance on the local process(es) required for re-zoning and recommendations on which zoning classifications best support the desired development.
- f) Provide a site map which includes a high-level assessment of topography and narrative describing associated challenges and opportunities.
- g) Provide a site map depicting existing utilities in the area, a narrative describing challenges and opportunities associated with such existing conditions and diagrams or site maps depicting recommended upgrades to support the development.
- h) Active advisement of efficient site, parking, traffic, and environmental configurations. Advisement will include the development of preliminary plans, alternate plan proposals based on Client feedback, and final plans.
- i) Evaluate current traffic patterns and the previously performed traffic study and collaborate with the University's traffic consultant to provide a narrative and/or diagrams on changes and/or upgrades required.
- j) Provide site development phasing diagrams based on input from the University and B&D.
- k) Develop and graphically portray through conceptual renderings, architectural, landscaping, and branding and design standards for the Innovation District reflecting Boone, North Carolina, and App State.
- l) Create and attend formal presentations at each phase-end and periodic update presentations to the Client as necessary and when requested.
- m) Provide, support, and revise documentation for submitting for state funding, public approval, and University approval.
- n) The master planning firm will NOT be required to provide any of the following at this time:
  - 1. Formal land survey of existing conditions
  - 2. Geotechnical and/or environmental investigations of the properties
  - 3. Survey of the condition of existing buildings
  - 4. Historical preservation studies or analyses

## **V. PROJECT SCHEDULE**

The University anticipates a late-July start with a late October completion. Please include your firm's confirmation of the feasibility of this schedule and / or concerns related to meeting this schedule within the

proposal. Finalized dates for completion of Project milestones will be determined in collaboration with the selected firm.

## VI. PROCESS

Interested firms are requested to submit a proposal that demonstrates their experience and qualifications to plan a project of this size and complexity on App State's Millennial Campus. Please note, if it is the intent of the Proposer to partner with another firm, the qualifications package must include the information requested in this document, as well as the anticipated breakdown of scope activities, to be completed by each team. The proposal should include and shall be evaluated on:

- a) Proposer's experience and references with similar projects (as described in section VII Form of Proposal below).
- b) A narrative (no drawings or other illustrations) description of the design approach, including a narrative description of the building design theory and approach to site integration that the team proposes to embrace for this assignment.
- c) A preliminary project schedule that outlines the overall project schedule and that sets forth key milestone dates for design deliverables as it relates to the preliminary schedule included.
- d) Resumes of key personnel and a staffing plan that identifies the key staff that will be assigned to this project and their respective roles
- e) A management plan that describes the process that the A/E will use to manage the design effort
- f) ~~Fee ranges, inclusive of stated services, expenses, and reimbursables.~~

The Proposer shall be responsible for adhering to all applicable local, state, and federal regulations, codes, and standards, as well as for facilitating all jurisdictional review submissions, applications, and inspections as they relate to design and engineering and any resubmission activities of the same, as required for project approval, continuance, and close-out.

Upon review of the ~~RFP~~ documents, firms may have questions to clarify or interpret the RFQ in order to submit the best response possible. To accommodate the ~~RFP~~ Questions process, firms shall submit any such questions by emailing them to Mr. Kevin Mara ([kmara@bdconnect.com](mailto:kmara@bdconnect.com)) and Ms. Kelsey Keane ([kkeane@bdconnect.com](mailto:kkeane@bdconnect.com)) by Wednesday, June 16<sup>th</sup> at 3:00 pm EDT. Teams will receive an email confirming receipt within twenty four hours of submission, and University responses will be released Wednesday, June 23, 2021.

Questions received prior to the submission deadline date, the University's response, and any additional terms deemed necessary by the University will be posted on the Box filesharing site at the following link:

<https://bdsd.box.com/s/8xi1ozkc8o2b7wd75iozn1tgpxzq7ym2>



The posted response shall become an Addendum to this RFP. It will be the responsibility of each firm to check the Box site for the University's Addendum response to RFP questions following June 21, 2021. The firm submitting each question will not be identified in the University's response. No information, instruction or advice provided orally or informally by any University personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Firms shall rely only on written material contained in an Addendum to this RFP.

RFP submissions are due Tuesday, June 29, 2021 at 5:00pm (EDT) and will be reviewed by App State at the University's sole discretion. Electronic submittals should be in Adobe Acrobat® portable document format (PDF) in one continuous file. The electronic submittals of the response shall NOT be password protected or otherwise encrypted.

Important Note: All submittals shall be electronically delivered on or before the submittal deadline to be considered timely. This is an absolute requirement. It is the sole responsibility of each firm to ensure its submission is emailed and received before the deadline has passed. Any submittal received electronically after the submission deadline may not be opened and may not be considered in the evaluation process. Attempts to submit a response via facsimile (FAX) machine or telephone in response to this RFQ shall NOT be accepted. While all reasonable effort will be made to ensure a smooth submittal process, all firms are urged to take the possibility of technological complications into account when submitting a proposal.

Following University review of all submissions, up to five firms will be down-selected to participate in campus site visits and subsequent interviews. The University reserves the right to accept or reject any or all submissions.

Campus visits are currently scheduled for July 13, 2021. During interviews, each firm will present their initial thinking on the site through a visual presentation. More details regarding site visit logistics, additional data, and interview format and materials will be released following down-selection.

**Notice to Submitters Regarding RFP Terms and Conditions:**

It shall be each submitter's responsibility to read the instructions, the University's terms and conditions, all relevant exhibits and attachments, and any other components made part of this RFP, and comply with all requirements and specifications herein. Submitters are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If respondents have questions, issues, or exceptions regarding any term, condition, or other component of this RFP, those must be submitted as questions in accordance with the instruction in Section V RFP Process. If the University determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of a RFP addendum. Other than through this process, the University rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted by a firm. This applies to any language appearing in or attached to the document as part of a firm's submittal that purports to vary any terms and conditions or the University's instructions herein. By execution and delivery of a response to this RFP, the respondent agrees that any additional or

modified terms and conditions, whether submitted purposefully or inadvertently, shall not have force or effect, and will be disregarded. Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject a firm's submission as nonresponsive.

If a firm desires modification of the terms and conditions of this solicitation, it is urged and cautioned to inquire during the question period, in accordance with the instructions in this ~~RFP~~, about whether specific language proposed as a modification is acceptable to or will be considered by the University.

## **VII. FORM OF PROPOSAL**

Formal proposals must consist of the following information in the order indicated below:

- a) Cover letter with the following elements:
  1. Statement of interest in the project
  2. Signature of a duly authorized principal
- b) Firm profile(s) including:
  1. Age
  2. Brief History
  3. Team size (staffing by discipline) currently and one year ago
  4. Current team workload projected over the next year
  5. WBE/MBE designation and history of working with minority designated sub-contractors (as applicable)
- c) Proposed team including:
  1. Organization chart with names and titles of key participants and the expected internal and external reporting lines
  2. Resumes of key personnel for the Project, their proposed roles, relevant experience, and availability
  3. In place or anticipated additional work commitments of the key personnel running concurrent to the preliminary schedule listed below
- d) Provide brief descriptions of up to five projects that best illustrate the team's experience and capabilities with similar projects and facilities. Note that similar projects are preferably those that feature mixed use development, collaboration with a developer team, and physical planning as a catalyst for innovative real estate solutions. Responses should highlight examples which advanced into implementation and where physical planning added value. For each project, please provide all of the following information in a consistent format:
  1. Project name, client name, location, and enrollment (if applicable)
  2. Brief description of scope of engagement



3. Personnel involved in project
  4. Targeted project duration and actual project duration (in number of months)
  5. Client reference and contact information for each highlighted project
  6. Brief description of the project's targeted outcomes and an explanation of how your firm enabled the owner to achieve those outcomes.
- e) Narrative describing the design approach and theory to the Innovation District project at App State.
- f) Preliminary project schedule that outlines and sets forth key milestone dates.
- g) ~~A fee proposal in the form of a lump sum fee to perform all work as described above. In addition, provide add-alternate unit pricing for these items which may be requested by the University to supplement the deliverable described above:~~
- ~~1. Basic 3D renderings beyond those in the base deliverable~~
  - ~~2. Enhanced 3D renderings~~
  - ~~3. A 3D animation "fly-through" of the property~~
- h) Narrative describing the approach to incorporating sustainable design.

## **VIII. SUBMISSION OF PROPOSAL**

Submission packages (30 page maximum) shall be sent electronically as a PDF document to Mr. Kevin Mara by email to [kmara@bdconnect.com](mailto:kmara@bdconnect.com) and Ms. Kelsey Keane, [kkeane@bdconnect.com](mailto:kkeane@bdconnect.com).

Submissions must be received by the deadline of 5:00pm EDT on Tuesday, June 29, 2021.

## **IX. SELECTION SCHEDULE**

The table below shows the intended schedule for this ~~RFP~~. The University will make every effort to adhere to this schedule.

<del>RFP</del> Issued	Friday, June 11, 2021
<del>RFP</del> Questions from Submitters Due	Wednesday, June 16, 2021 by 3:00pm (EDT)
University Posts Responses to <del>RFP</del> Questions	Wednesday, June 23, 2021
Proposals Due	Tuesday, June 29, 2021 by 5:00pm (EDT)
Down-Selection Notification	Friday, July 2, 2021
Campus Visits in Boone, NC	Tuesday, July 13, 2021
Interview and Visual Presentation (Virtual)	Tuesday, July 20, 2021
Concept Development Completion	Mid-September
Plan Refinement Completion	End of October

Note that additional information about the site and the project will be provided to firms that are down-selected to participated in the interview stage. Details about the times and format of interviews will be provided at that time.

The University reserves the right to waive irregularities and to reject any proposals at any point during the selection process. The University also reserves the right to approve all sub-consultants/contractors.

#### **X. POINT OF CONTACT**

Please address all inquiries concerning this solicitation to:

Mr. Kevin Mara  
Associate  
Brailsford & Dunlavey  
Phone: 404-890-7014  
Email: [kmara@bdconnect.com](mailto:kmara@bdconnect.com)

#### **XI. ADDITIONAL INFORMATION:**

For more information regarding App State's Innovation district and master planning documents, please visit: <https://www.appstate.edu/appalachians-future/building-physical-infrastructure/innovation/>.

For more information regarding App State's Millennial Campus expansion and ongoing projects, please visit: <https://today.appstate.edu/2018/10/12/projects>.

#### **XII. DISCLAIMER:**

Any representations or statements made within this ~~RFP~~ shall not be considered a contractual obligation by the University and Proposers shall not be entitled to rely upon them. The University reserves the right to reject any and all submittals and to identify and select the Proposer which the University, in its sole and absolute discretion, deems most qualified.

The Proposer shall be solely and totally responsible for all costs associated with responding to this ~~RFP~~, and the University accepts no responsibility with regard thereto. Submissions will become the property of the University upon receipt.

The University reserves all rights available to it by law in administering this ~~RFP~~, including without limitation, the right, in its sole discretion, to:

- a) Reject any or all submittals at any time;
- b) Terminate evaluation of any or all submittals at any time;
- c) Suspend, discontinue and/or terminate negotiations with any Proposers at any time prior to the actual authorized execution of a contract for the proposed services;

- d) Negotiate with a Proposer without being bound by any provision in its submittal;
- e) Accept and review a nonconforming submittal;
- f) Request or obtain clarifications, revisions or additional information from any source;
- g) Issue addenda to and/or cancel this ~~RFP~~;
- h) Issue a new request for proposals;
- i) Extend any deadline or time and waive or permit the correction of minor deficiencies or irregularities in a submittal and minor or technical violations of this ~~RFP~~; and
- j) Change the scope and the range of services from what is defined in this ~~RFP~~ at any time.

Under no circumstances shall the University be liable for, or reimburse, the costs incurred by Proposers, whether or not selected for negotiations, in developing submittals or in negotiating agreements.

Each Proposer, by submitting a response, thereby accepts all risk of adverse public notice, damages, financial loss, criticism or embarrassment that may result from any disclosure or publication of any material or information required or requested by any of the University in connection with the submission of qualifications. In submitting qualifications, the Proposer expressly waives, on behalf of itself, its partners, joint venture members, officers, employees, and agents, any claim against any of the University, the University, and their trustees, officers, employees, and advisors for any damages that may arise therefrom.

Any and all information the University makes available to a Proposer during this ~~RFP~~ process shall be as a convenience to the Proposer and without representation or warranty of any kind.