

**REQUEST FOR QUALIFICATIONS**  
**FOR THE CITY OF FRANKLIN**  
**HISTORIC DISTRICT DESIGN GUIDELINES GRAPHICS**  
**COF CONTRACT No. 2020-0242**

**NOTICE TO RECEIVE REQUESTS FOR QUALIFICATIONS**

**NOTICE IS HEREBY GIVEN** that the City of Franklin, Tennessee will receive statements of qualifications in the office of the City Administrator, City Hall, 109 3<sup>rd</sup> Avenue South, Suite 103, Franklin, Tennessee, 37064, until **5:00 PM (Central Time), October 30, 2020** for the following: **Request for Qualifications for Planning Services for The City of Franklin Historic District Design Guidelines Graphics – COF Contract No. 2020-0242**. Documents are on file and available for examination at the Office of the City Administrator of Franklin, Tennessee located at 109 3<sup>rd</sup> Avenue South.

The envelope containing the statement of qualifications must be sealed and contain the words “Request for Qualifications for Planning Services for the City of Franklin Historic District Design Guidelines Graphics – COF Contract No. 2020-0242.”

Statements of qualifications received after the time set for submittal of qualifications, shall not be considered.

The Board of Mayor and Aldermen of Franklin, Tennessee shall reserve the right to reject any and all statements of qualifications if said body deems it necessary in the best interest of the citizens of Franklin, Tennessee. Additional information may be obtained by contacting Ms. Amanda Rose, Preservation Planner; [amanda.rose@franklintn.gov](mailto:amanda.rose@franklintn.gov) (All questions/responses will be shared with all applicants on the project webpage at [www.franklintn.gov/designguidelinesupdate](http://www.franklintn.gov/designguidelinesupdate).)

## **PROJECT BACKGROUND**

In December 2019, the Board of Mayor and Aldermen (BOMA) updated the Franklin Zoning Ordinance that implemented a new outline and framework. The Department of Planning & Sustainability is undertaking a Historic District Design Guidelines (“the Guidelines”) update to follow suit, as it will maximize the effectiveness of the document as a user-friendly tool for supporting the preservation of historic resources and encouraging compatible design for the use of applicants, the Historic Zoning Commission (HZC), the City staff, and the public.

## **PROJECT OBJECTIVE**

The City of Franklin is soliciting responses from individuals or firms qualified to render services for the creation of illustrative graphical images of sufficient quality and quantity to convey the intent and meaning of the Guidelines. While the technical writing will be completed by in-house staff, the City is requesting qualifications from consultants with experience with architectural or graphic design related to historic preservation, context-responsive historic and infill architecture, and development of customized graphics with an emphasis on architecture for a historic district. The expected schedule of work will be winter 2020 through summer 2021, resulting in a positive HZC recommendation and BOMA vote to approve the Guidelines.

## **RFQ PROCESS INFORMATION**

### **Methodology**

Selection for the award of this contract will be done in a two-step process. The first step will be to review and evaluate the submitted statements based on qualifications. Past performance on architectural or graphic design projects of similar nature, magnitude, and complexity will be the principal evaluation factors. The second step will involve short-listing firms for a formal interview process.

All qualification requirements must be met, or capable of being met by the responding firm, or its statement of qualifications will be disqualified as being nonresponsive.

### **Statement of Qualifications Format**

The response submittal shall be no more than 33 single-sided 8 ½-inch x 11-inch pages, not including dividers, and shall consist of the following:

- A. Title Page and Table of Contents (2 pages):

B. Letter of Interest (1 page):

1. Provide a summary of the firm's interest, understanding, and qualifications to perform the services anticipated by the Request for Qualifications.

C. Experience and qualifications (10 pages max):

1. Provide an overview of the firm, including organizational structure and a brief history.
2. Describe the firm's experience, expertise, and capabilities to perform the services anticipated by the Request for Qualifications, including exemplary experience with architectural or graphic design related to historic preservation, context-responsive historic and infill architecture, and development of customized graphics with an emphasis on architecture for a historic district.
3. Identify key personnel that would be assigned to this project and identify each member's education, certifications, experience, and qualifications. Indicate the degree of availability of each identified individual for this project/client. At least one of the following professionals shall be assigned to the project: an architect, a graphic designer, or similarly certified professional.

D. Work History & References (20 pages max):

Provide at least five examples where the key personnel above have provided services resembling the services being anticipated by the City's Request for Qualifications. For each example, provide sample graphics that demonstrate design capabilities and describe the work performed by the key personnel. For each example, include the client's name, title, email address, and phone number of a contact person that the City of Franklin may contact as a reference.

## **EVALUATION CRITERIA AND FIRM SELECTION**

The following criteria will be used to evaluate response submittals:

Experience and Qualifications:	up to 50 points
<u>Work History and References</u>	up to 50 points
Total Max Score:	up to 100 points

## **INSTRUCTIONS FOR SUBMITTING REQUEST FOR QUALIFICATIONS**

The Request For Qualifications must be received by the City of Franklin before 5:00 PM (Central Time), October 30, 2020. Submissions must be responsive to the requirements of the Request for Qualifications. Failure to do so will render the submittals as nonresponsive and it will not be evaluated.

The submittal must include one set of original submittal documents, two additional hard copies, plus one complete digital copy: The digital copy shall be loaded on either a CD or a flash drive and shall consist of one (preferably) or more text-searchable, non-password-protected files in Portable Document Format (PDF). The submittal must be submitted to:

Ms. Amanda Rose  
Franklin City Hall  
Department of Planning and Sustainability  
109 3<sup>rd</sup> Avenue South, Suite 133  
Franklin, Tennessee 37064

Statements of Qualifications must be submitted in strict compliance to the instructions included in the *NOTICE TO RECEIVE REQUESTS FOR QUALIFICATION*. Upon receipt, the Statements of Qualifications shall become the property of the City of Franklin, without compensation to the responding firms, for disposition or usage by the City of Franklin at its discretion.