



## Request for Qualifications for Consulting Services

**Project:** Athletic Facility Study  
The University of North Carolina at Chapel Hill

**Distributed:** February 12, 2024

**Closing Date:** March 4, 2024 @ 3pm

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### I. Background

The University of North Carolina at Chapel Hill (UNC-CH) is soliciting submittals from firms interested in providing consulting services to complete a feasibility assessment of several University-owned sites in Chapel Hill for a potential new facility serving the Department of Athletics. The core of this development would be a building housing all needs of the men's and women's basketball programs (competition court with spectator seating, practice gyms, team locker rooms, offices, meeting spaces, lounges, etc.) as well as spectator amenity spaces. It is anticipated that between three (3) and five (5) different sites will be studied, and that these sites will comprise locations both on and off the main University campus property, though all within Chapel Hill. UNC-CH seeks to create a dynamic environment that supports the planned athletic uses and, where appropriate, additional mixed-use development that provides University and community benefit along with additional revenue opportunity.

### II. Study Goals

To better understand current physical, economic and regulatory conditions that will influence the development of each proposed site supporting the arena and to propose options for development such that the new development 1) supports and promotes a new basketball arena, 2) serves the University's needs in an economically sustainable fashion; and 3) serves the broader needs of the Chapel Hill community and Raleigh-Durham region at market rates. The University views this as an iterative process whereby select recommendations may require deeper study and is prepared to evaluate and execute proposals to complete the additional scope necessary to meet the study goals.

### III. Anticipated Deliverables

The selected consultant will develop necessary planning feasibility study documents that are easy to understand and clearly communicate possible options for development. The documents should be able to be used in both digital and paper formats. The final planning feasibility study documents should successfully address the study goals and, at a minimum, include the following components:

1. Site Studies – evaluation of existing conditions of each site and potential limitations on redevelopment. Study to include review of existing utilities, topography, wetlands and related buffers, phase I environmental analysis, and existing and proposed zoning. The site study process will determine the location of the arena footprint, development site boundaries and total area based on study findings. Identification of future studies required for in-depth due diligence, and estimated cost of such studies, should be identified.
2. Site Plan and Massing Study – based on the site study and the market study, develop site plan and massing options. Define options for where/how the arena should be located on the site and how mixed uses and parking play into the overall feel, connectivity, and viability of the site. Provide cost implications for site improvements for each site, including overall site-wide infrastructure requirements prior to initial construction as well as phased future development. The University will be separately selecting an architect for the Arena Concept Design (ACD) and the



consultant selected with this RFQ will be expected to work with the ACD Architect on masterplan programming layout related to area access, egress and traffic planning.

3. Parking, Traffic and Transportation Study – determine parking demand needs and conduct a traffic impact study based on the arena capacity and proposed mixed-uses. Assess transit accessibility and connectivity to campus and the broader market. Develop cost and revenue implications related to parking and traffic for each site.
4. Market Study – for sites suitable for additional development, evaluate underlying economic market dynamics and provide analysis regarding the types of mixed-use product the economics will support, including, but not limited to, retail, residential (townhomes, multifamily, affordable housing, undergrad/graduate housing), hospitality (including conference and multi-purpose venues), medical office, and potential University-uses such as additional athletic facilities.
  - a) Understand macroeconomic trends occurring in the local market (defined as the Raleigh/Durham/Chapel Hill MSA) including employment growth, key demographic information, sales and for-rent data, office and retail statistics and their impact on for sale and rental residential, office and retail development opportunities in the Chapel Hill area, and specific to the redevelopment property.
  - b) Recommend a range of market driven land use allocation strategies including mix of product types, target markets/tenant types, competitive positioning relative to similar projects in the local market area.
  - c) Examine comparable mixed-use and similar scale projects involving collegiate and/or professional athletic venues to understand potential opportunities for integrating land uses, achievable rent or sales price structures and premiums, lease-up or absorption timetables, typical development standards and key factors impacting opportunities for success.
5. Feasibility Analysis - Based on market study results, offer an assessment/recommendation of a product allocation mix that is supported by the site's physical, regulatory, and economic constraints. This analysis should include a dynamic pro forma reflecting the ability to change variables related to product mix and associated revenue streams to determine which product mix meets the demands of the market in balance with the University's needs. Cost/revenue implications for each site.

The anticipated consultant selection schedule is shown below:

<b>Consultant Selection Schedule</b>	<b>Estimated Dates</b>
Advertise RFQ	2/12/2024
Pre-submission meeting (via Zoom)	2/19/2024
Submittals Due to UNC (Deadline @ 3pm)	3/4/2024
Shortlist Notification	3/8/2024
Interviews (Format TBD)	3/20/2024
Project Kick-Off	April 2024

#### **IV. Existing Strategic Plan and Master Plan**

The UNC-CH [Campus Master Plan](#) was developed to provide a framework to support decisions regarding the physical campus in relation to the overall University Strategic Plan, [Carolina Next](#)



## V. Consultant Team

The University expects prospective consultant teams and the individuals identified as members of those teams to have demonstrated experience in projects of similar type, size, and complexity. Design proposals should demonstrate the team's ability to plan projects that are sympathetic to and supportive of the existing campus context and neighboring land-uses/programming.

This project will require a consultant team with expertise across multiple disciplines, though qualification submissions should focus on the core disciplines of site planning, transportation planning, civil engineering, and real estate development advisory services. Respondents are free to include other professional disciplines and/or consultants that they deem necessary to successfully complete the work. Submissions should clearly identify key personnel who will have primary responsibility for the project and day-to-day communications with the university's project team.

## VI. Submission and Review Process

**A pre-submission meeting will be held on February 19, 2024 at 3:00 PM via zoom – please use the following link:**

<https://unc.zoom.us/j/99615435104> This meeting will provide an opportunity to ask questions of University staff.

Attendance at the pre-submission meeting is not a pre-requisite for consideration for selection. No in-person meetings or tours of potential sites will be hosted by the University.

**All submittals are due on the date and time listed in the table above.** A Selection Committee will convene on the **date listed in the table above** to discuss the Design Teams' submittals and determine a short list for interviews. The Project Manager will then notify the short-listed firms and provide additional information for the interview phase.

**Interviews will be scheduled per date(s) listed in the table above.** The format of the interview will consist of an in-person presentation by the consultant team that is followed by a question-and-answer session. Each team is expected to have present the person(s) from their firm(s) who will be responsible for leading the execution of this project. Additional details related to the interview process will be provided after shortlisting.

## VII. Submittals

The University of North Carolina at Chapel Hill seeks letters of interest from firms who have recent experience with similar projects. The submittal must include:

1. **Firm History and leadership:** Detail firm history, unique qualifications and relevant experience providing consulting services of this type. If applicable, provide experience on collegiate sports, professional sports and sports and entertainment districts.
2. Provide four examples of similar projects or assignments completed in the past five years and include a description of the work completed for these projects.
3. **Project leadership and staffing:** Provide a team organizational chart and résumés of all listed discipline leaders and analysts. Includes descriptions of each team member's role on this project and relevant experience. Where necessary include relevant information for key staff of sub-consultants that may be hired as part of this engagement.
4. **Methodology:** Please describe the process you would employ to analyze the development potential and your methodology in making an appropriate forecast addressing this unique mix of uses. Please provide a detailed assessment of your proposed methodology and scope of work to accomplish the stated goals for the assignment. This should include descriptions of meetings required, sources of primary and secondary data and other resources you will use for analysis and forecasting.
5. **Schedule:** Please provide a detailed schedule of your planning activities and associated milestones.



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To fairly evaluate the submittals and to better utilize the Selection Committee's review time, we request that only pertinent information relating to the specific selection criteria listed above be provided in an Executive Summary with supporting material to follow in the submittals. UNC-CH does not limit the quantity of pages for proposals.

**Note: (1) one electronic PDF file of the submittal is required. Do not submit hard copy materials.**

Please contact only the person listed below for any matters related to this submittal. No other University staff, The University's Board of Trustees, or any University officials are to be contacted. All questions and project submittals shall be directed to:

Evan Yassky, AIA  
University Architect  
Facilities Planning and Design  
[evan.yassky@fac.unc.edu](mailto:evan.yassky@fac.unc.edu)