



## Request for Qualifications for Planning Services

**Project:** **Campus Master Plan Update**  
The University of North Carolina at Chapel Hill

**Distributed:** **11/21/2024**

**Closing Date:** **12/09/2024 @ 3pm**

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The University of North Carolina at Chapel Hill (UNC-CH) is soliciting submittals from firms interested in providing planning services for the Campus Master Plan Update project.

### I. Project Description and Schedule

The most recent campus master plan for UNC-CH was completed in 2018 and approved by the Board of Trustees in 2019. In the intervening years, much has changed. A number of the projects outlined on the 2019 plan have been completed or are in the process of being completed. Significant leadership change has occurred in the interim, including turnover of the entirety of the Board of Trustees and in the positions of Chancellor, Provost, Vice Chancellor of Finance and Operations, and Associate Vice Chancellor of Facilities Services.

Program drivers for this Campus Master Plan Update include:

- **Enrollment Growth:** Potential enrollment growth of 5,000 undergraduate students over the next ten years will drive the need for additional student housing and services.
- **Academic Program Growth:** Expanding and introducing new academic programs will necessitate not only increased space but also the potential need for dedicated facilities.
- **Athletics:** Pending a Basketball Arena Study report (expected completion December 2024), potential location of athletics facilities would drive growth, energy and opportunities for development that would redefine our engagement with the region.
- **Commercial Mixed-Use Development:** University growth will bring with it the need for commercially viable mixed-use development, whether constructed by UNC-CH or owned and operated by third parties on ground lease.
- **Affordable and Market Housing:** Development of affordable housing for graduate students and staff, in addition to market rate housing, will reduce the significant housing pressure in the area for the Carolina community.

A focus of this planning effort will be Carolina North, a roughly 947 acre tract, the closest edge of which sits 1.7 miles north of the University's main campus. Of the 947 acres, roughly 200 acres are developable. This tract is the subject of a 20-year Development Agreement signed by the University and the Town of Chapel Hill in 2009. That agreement was itself founded on a 2007 framework plan. Very little attention was devoted to Carolina North during the development of the 2019 Campus Master Plan.

The anticipated consultant selection schedule is shown below:

<b>Designer Selection Schedule</b>	<b>Estimated Dates</b>
Advertise RFQ	11/21/2024
Pre-submission Meeting (Zoom) @ 2pm	11/26/2024
Submittals Due to UNC (Deadline @ 3pm)	12/9/2024



Shortlist Notification	12/10/2024
Interviews (In-person; specific time TBD)	12/17/2024
Project Kick-Off	January 2025

**II. Existing Strategic Plan, Master Plans and Design Guidelines**

The 2019 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 (<https://carolinanext.unc.edu/>)

The [2019 Campus Master Plan](#), the [2007 Carolina North Plan](#), the [2024 Chancellor’s Physical Master Plan Working Group](#), and the 2024 Campus Landscape Framework Plan, will be guiding documents for the design of this project. For access to the Campus Landscape Framework Plan, please reach out directly to the project manager (Daniel Widis – [widis@unc.edu](mailto:widis@unc.edu)).

**III. Project Scope**

The planning team shall engage with a Steering Committee and a curated set of stakeholders to understand program drivers and develop and refine development scenarios to achieve strategic objectives over the short, medium and long term.

**IV. Planning Team**

The University expects to select a lead planning firm only as the goal of this RFQ process. The planning work will be high-level and may not require the services of specialized sub-consultants. The specific scope of work for the Campus Master Plan Update will be developed collaboratively by the selected firm and the University. Thus, the need for additional specialization will be determined at a later date.

**V. Submittal Review Process**

**There will be a virtual (Zoom) pre-proposal meeting at the date and time listed in the table above.** Interested designers will be able to discuss the project with the UNC Facilities project manager. Zoom meeting details are included below:

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 Topic: Campus Master Plan Update - Pre-Submission Meeting  
<https://unc.zoom.us/j/95028938451>  
 Meeting ID: 950 2893 8451  
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**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 (Daniel Widis) will then notify the short-listed firms and provide additional information for the interview phase.

**Designer 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 design team that is followed by a question-and-answer session. Each design 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. Following the interviews, the Selection



Committee will issue recommendations, in priority order, for the selection of the design team. This list will be present on **the date listed in the table above** to the University's Board of Trustees for approval.

## VI. Submittals

The University of North Carolina at Chapel Hill seeks letters of interest from firms who have recent experience with similar projects. Submissions should utilize an SF-330 (Part I) format. The submittal must include descriptions of *(based on 01 NCAC 30J .0303 SELECTING CRITERIA)*:

1. Specialized or Appropriate Expertise in the type of project.
2. Past Performance on similar projects.
3. Adequate staff and Proposed Design & Consultant Team for the project.
4. Current Workload and State Projects awarded.
5. Proposed Design Approach for the project including design team and consultants.
6. Recent experience with Project Costs and Schedules.
7. Construction Administration capabilities.
8. Proximity to and familiarity with the area where project is located.
9. Record of successfully completed projects without major legal or technical problems.
10. Historically Underutilized Business (HUB) participation & utilization in proposed team structure; and who/how HUB designers were utilized on previous projects.
11. The team's recent experience with the NC State Construction Office (SCO).
12. Include current SF-330 Part II of lead firm and each proposed consultant.
13. Any other criteria which the Selection Committee shall deem appropriate to this specific project scope of work.

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.**

Please contact only the Facilities Planning Project Manager 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 other than the project manager listed below. All questions and project submittals shall be directed to:

Daniel Widis, RLA  
University Landscape Architect  
Facilities Planning and Design  
[widis@unc.edu](mailto:widis@unc.edu)



2019 Campus Map/Master Plan

