



## **Request for Proposals – Overbrook Farms Farmers Market**

**Location:**

Juvenile Justice Center Parking lot  
2085 63<sup>rd</sup> Street  
Philadelphia, PA 19151

**Submission Deadline: July 28th, 2009**

**Inquiry Timeline: July 1st through July 15th**

**Attention: Stephanie Kindt**

**Overbrook Farms Club  
6376 City Ave.  
Philadelphia, PA 19151**

## INTRODUCTION

The Overbrook Farms Club and the Overbrook Farms Civic Foundation of the City of Philadelphia (“Overbrook Farms”) is seeking responses to this Request for Proposal (RFP) to enter into a contract for the design and implementation of improvements to the Overbrook Farms Farmers Market located in the Juvenile Justice Center Building parking lot, located at xxx 63<sup>rd</sup> Street, Philadelphia, PA 19151.

### ***Description of Overbrook Farms and the Overbrook Farms Club & Foundation***

Listed on the National Register of Historic Places, Overbrook Farms is a showcase of turn-of-the-century architectural styles. Constructed during the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, Overbrook Farms is considered the first planned, residential commuter rail suburb in the country. Residences, a commercial area, educational facilities, and religious institutions were all developed to serve the prospective local population.

Established along the existing Pennsylvania Railroad Main Line, the developers Wendell & Smith and their client, Drexel & Co., took advantage of the rail link and large tracts of land to create a commuter suburb within the City of Philadelphia. The historic footprint of the community, which is still maintained today, is from 58<sup>th</sup> to 66<sup>th</sup> Streets, and from Woodbine to City Avenues. Today, Overbrook Farms is a vibrant and diverse community that attracts residents of all ages, who consider it the perfect place to live, work, and play.

Since the late 1800’s the Overbrook Farms Club has sought to maintain the character and quality of life in this city neighborhood. Since 2005, Overbrook Farms has begun a more concerted effort to beautify and enhance our historic walk able neighborhood. Overbrook Farms’ leadership has devoted time to looking at a number of factors, which have all been incorporated into its community plan and include a Master Plan for its Commercial Corridor improvement;

The Request for Proposal (RFP) is available to any firm or individual qualified to provide architectural landscaping services. Applicants will be required to submit documentation detailing prior experience. Questions should be directed to Stephanie Kindt at [Stephanie.kindt@verizon.net](mailto:Stephanie.kindt@verizon.net) or 215-514-2104.

The Club intends to select the most qualified applicant for the project. The selection of the applicant will be made on the basis of qualifications, experience, competence, and fees without emphasis on any one factor to the exclusion of others.

Proposals must be received by 5:00 p.m. July 28th, 2009.

## TABLE OF CONTENTS

	<u>Section</u>	<u>Page</u>
1.0	ADMINISTRATIVE INFORMATION	3
2.0	SCOPE OF WORK	4
3.0	DELIVERABLES	5
4.0	PROPOSAL CONTENT	5
5.0	SELECTION PROCESS	6

## 1.0 ADMINISTRATIVE INFORMATION

### 1.1 Purpose

This RFP provides Proposers with sufficient information to enable them to prepare and submit Proposals for consideration to provide landscape architectural services. Proposals should satisfy the requirements for expert assistance to complete the tasks as outlined in this request.

### 1.2 Scope

This RFP contains instructions governing the Proposals to be submitted and the materials to be included therein, mandatory requirements, which must be met to be eligible for consideration, and other requirements to be met by the Proposer.

### 1.3 Schedule

A.	RFP Available	Thursday, June 4th, 2009
B.	Prospective Proposers Inquiry Timeline	June 4 <sup>th</sup> - July 15th, 2009
D.	Proposal Submission	Thursday, July 28th, 2009
E.	Proposal Selection	Friday, August 7th, 2009

### 1.4 Invitation to Bid

The Club is hereby requesting Proposals from companies and individuals based upon their knowledge, capabilities and experience.

### 1.5 Response Materials Ownership

All material submitted regarding this RFP becomes the property of the Club and will be returned to the vendor at the Club's option. Responses may be reviewed by any person at Proposal opening time and after final inspection has been made. The Club has the right to use any or all ideas presented in reply to this request.

### 1.6 Incurring Costs

The Club is not liable for any cost incurred by Proposers prior to issuance of an agreement, contract or purchase order.

### 1.7 Acceptance of Proposal Content

The contents of the Proposal of the successful Proposer will become contractual obligations if the Club and the Proposer enter into a contractual agreement. Failure of the successful Proposer to accept these obligations in a purchase agreement, purchase order, contract, delivery order or similar acquisition instruments may result in cancellation of the award.

### 1.8 Acceptance Time

The Club will endeavor to make a Proposal selection within thirty (30) calendar days after the closing date for receipt of Proposals. Upon selection, the Club will issue a letter of intent and a contract must be completed and signed by all parties concerned within ten (10) calendar days of issuance of the letter of intent. If this date is not met, the Club may elect to cancel the letter of intent and award the selection to the next most successful Proposer. Ultimately, it is the Club's desire to have the successful Proposer on board and completing work prior to the end of the summer.

### 1.9 Award of the Proposal

The Contract will be awarded to the Proposer whose Proposal conforms to the RFP and will be the most advantageous to the Club, with price and all other factors considered.

### 1.10 Evaluation Criteria

A review committee will judge the merit of the Proposals received in accordance with the general criteria defined herein.

## 2.0 SCOPE OF WORK

The successful Proposer shall initially perform landscape architectural design to accommodate the Overbrook Farmers Market located in the parking lot of the Juvenile Justice Center building, 2085 63<sup>rd</sup> Street. The Club has several goals;

- 1) Maximize the safety of pedestrians as they frequent the farmers market
- 2) Allow for parking as well as pedestrian traffic in the parking lot of the JJC
- 3) Beautify the street scape in front of the parking lot, which includes allowing for signage to be displayed during the operating hours of the farmers market. Instal poles or other signage equipment that would make the farmers market signage visible from the street.
- 4) Maximize space available for vendors, drivers and lingering pedestrians at the farmers market

A second component of the Proposal should include plant and landscape materials and perpetual maintenance schedules. Said contract will include but not necessarily be limited to the following elements:

- A. Conceptual design and location of landscaping projects
- B. Said design to include conceptual drawings in color.
- C. Cost estimates.
- D. Attendance at meetings to answer questions.
- E. Work with the City to obtain applicable permits as needed.

## 3.0 DELIVERABLES

Deliverables will include but not necessarily be limited to the following:

The Consultant shall prepare and submit the following deliverables:

- A. A design plan for the parking lot space, including traffic pattern improvements.
- B. An outline of all materials, labor costs, and timeline for execution.
- C. Submissions may be electronic or hard copy.

## 4.0 PROPOSAL CONTENT

The Proposal submitted must clearly address the requirements outlined in this part. Any concerns that the Proposer may have about meeting these requirements shall be specifically identified in the Proposal.

### 4.1 Methodology

Describe the firm's capability to provide the services in a logical and efficient manner. List previous experience with projects similar in scope to this RFP. Highlight areas such as quality assurance, service, innovations, awards won, and involvement in such design work as part of the firms' main principals. Also include information as to successes the firm has had with assisting governmental entities with the political process for a successful bond issue.

### 4.2 Personnel

Resumes of the assigned key staff members or principals should be included. Submit an organization chart, if appropriate, showing the key personnel and their primary assignments on this project. Indicate the estimated percentage of time that each person will spend on this project.

### 4.3 Fees

The proposed fee structure should be outlined as follows:

- A. Fee to provide services.
- B. The Club prefers to have a "not to exceed" provision in the contract.

## 5.0 SELECTION PROCESS

A review committee will use the following outline in the selection process:

- A. Review the submitted proposals.
- B. Select proposals, which qualify based on the evaluation parameters stated above.
- C. Committee may select several Proposers to be invited to discuss their proposal.
- D. Rank the Proposals and determine which Proposer will be selected to provide the requested services.
- E. Provide recommendations to the Club Board for approval.

Contract negotiations will take place with the most qualified Proposer.