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# ECONOMIC DEVELOPMENT AUTHORITY

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*of the City of Norfolk*

**Economic Development Authority of the City of Norfolk**

**Request for Qualifications**

**Design Build Services  
Rosna Theater Boxing Center**

**9/22/2022**

**Proposal Due Date:** 10/19/2022

**Contact:** Sean Washington  
Secretary/Treasurer, Economic Development Authority  
Assistant Director, City of Norfolk Economic Development  
999 Waterside Drive, Suite 2430  
Norfolk, Virginia 23510

## **Executive Summary**

The Economic Development Authority of the City of Norfolk (“EDA”) is issuing this Request for Qualifications (RFQ) to engage the design-builder (the “Design-Builder”) to complete the design and construction of a boxing center at the old Rosna Theater located at 628 35<sup>th</sup> Street Norfolk, Virginia.

### **A.1 Project Background**

For years, Team Norfolk’s boxing program operated in an existing 3,000 SF facility at Barraud Park. Despite the lack of air conditioning, adequate training space, and educational classrooms, the program thrived at max capacity with a waiting list. The City of Norfolk was in desperate need of a new home for this burgeoning program, which ultimately landed in a vacant venue beneath the grandstands of Harbor Park, Norfolk’s waterfront baseball stadium.

The renovated space of the Norfolk Boxing and Fitness Center that exists today serves as much more than just a highly functional boxing gym. The boxing program hosted in this facility has an unparalleled resume of accolades for both coaching and boxing, bolstered by an equally impressive history for community support of youth living in the Barraud Park neighborhood.

Throughout its tenure, the boxing program has produced numerous success stories, including Jayda Davis, who competed at the Golden Gloves National Championship Tournament in 2018 and Keyshawn Davis, who took home Gold for the U.S. in a 2014 boxing tournament in Sofia, Bulgaria. One of the most notable success stories is that of Norfolk native, Pernell “Sweet Pea” Whitaker, who was inducted into the International Boxing Hall of Fame in 2007. Today the program hosts regional boxing tournaments several times per year.

The hope is that this project will be in an area that is in better proximity to our youth. This project can be the catalyst for investment in the larger community and an iconic location that can create a sense of place for 35<sup>th</sup> street. It will provide a place where Parks and Rec can host programs that will have a positive impact on the surrounding community.

The redevelopment of the 35<sup>th</sup> Street corridor is a targeted area for future revitalizing efforts and the above project will serve as a catalyst for this opportunity. However, the theater which was built in the 1930s and converted to a movie theater in 1961 has not been utilized since it was last used as a church. With its rich history and being considered an iconic landmark in the City of Norfolk, the City would like to engage in effort to once again make this theater a place the local community and the City as whole can enjoy.

#### **A.1.2 Project Vision**

The EDA seeks to add to the bold vision of revitalizing the 35<sup>th</sup> Street corridor by redeveloping the Rosna Theater to be an innovative and aesthetically unique structure to serve as Team Norfolk’s new boxing center. The redevelopment of this site will serve as a community development and historic rehabilitation project looking to meet the following goals:

- To provide a landmark structure to house a rising Norfolk boxing program to serve the surrounding community and the City as a whole for years to come.
- To provide a flexible space to host boxing and community events.
- To activate 35<sup>th</sup> street and begin to market it as an iconic, unique, and active asset and destination to the local community and Hampton Roads region.

Figure 1: Proposed site of the Rosna Theater Boxing Center

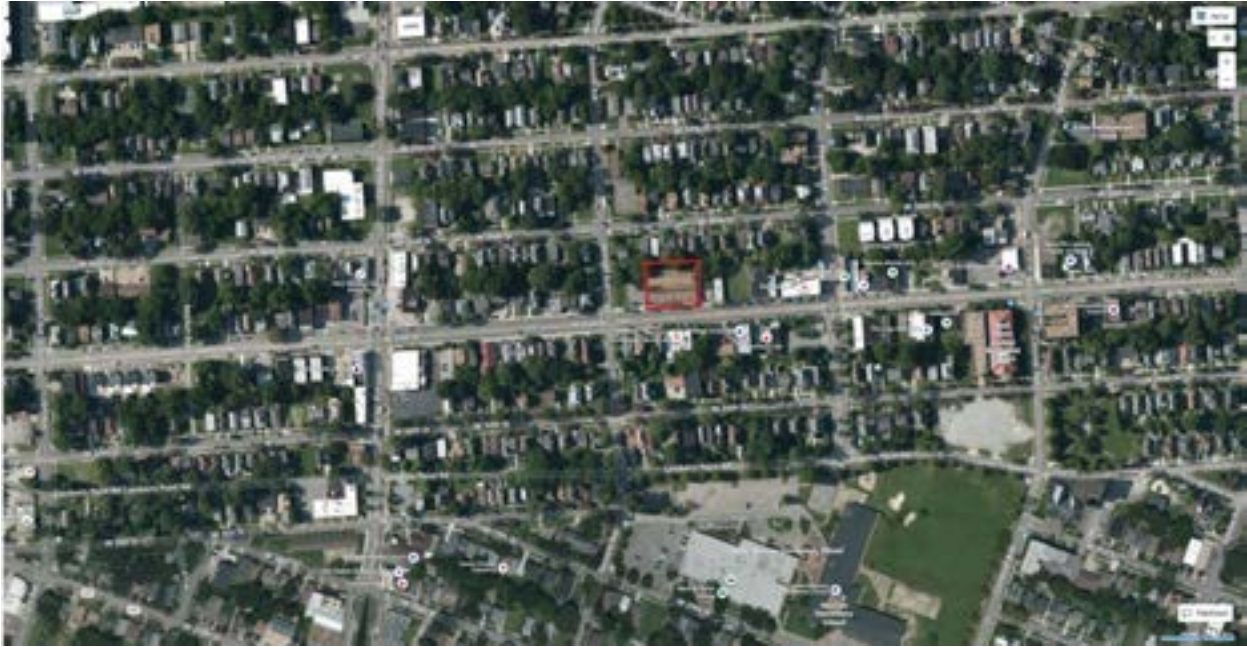


Figure 2: Closer image of the proposed site of the Rosna Theater Boxing Center



The Boxing center is located on the corner of 35<sup>th</sup> street at Gosnold Avenue and will have visual prominence along the 35<sup>th</sup> Street corridor with the intention of drawing heavy pedestrian traffic from the surrounding community and the City as a whole. The goal of this project is to develop an iconic landmark that will be a destination for the casual and non-casual fight fans, elite fighters, and the community. Visually and structurally, the boxing center should be a distinct and unique from anything in the region. Offerors should note that the budget for this project is limited, and designs should consider innovative materials and options for scalability. Design should also consider and where applicable, conform to the design guidelines set out in the Neighborhood Resilience Overlay [Overlay Districts and Designations \(norfolkva.gov\)](http://norfolkva.gov) and the Pedestrian Commercial Overlay – 35<sup>th</sup> Street [Overlay Districts and Designations \(norfolkva.gov\)](http://norfolkva.gov) in the City of Norfolk Zoning Ordinance.

From a programmatic perspective, the Boxing center should be designed to support the following activities:

- Implement the Norfolk School of Boxing – Beginner boxing program
- Competitive Boxing program
  - Sparring
  - Advanced boxing drills
  - Film study
  - Cardio and strength conditioning
  - Athlete recovery and nutrition plans
  - Various training camps
  - Regional sparring
  - Local competitions and advance to state, regional, and national tournaments
- Fitness Classes
- Special Events

Aesthetically, the Boxing Center should establish a sense of place and enhance the identity and character of the 35<sup>th</sup> Street corridor. If done well the Boxing Center could set a precedent for future development along this corridor. Because of the existing buildings unique and historic appearance, the design should consider and complement its setting. All designs will have to undergo local and state historic approval process.

## **A.2 Selection Process**

The EDA intends to deliver the project through a design/build contracting method. The design/builder will be selected through a two-phase procurement that places emphasis on the ability of the design team to transform the proposed site and create a sense of place as well as the ability of the entire team to deliver the project on-time and on-budget.

The first phase of this procurement is a qualifications-based review that will result in the short-listing of three teams that will be invited to participate in a design competition. The Phase 1 proposal should include: (i) a summary of the design team's experience and references; (ii) a portfolio (with before and after pictures) showing at least three but no more than five, projects

that best demonstrate the ability of the team to accomplish the objectives outlined above; (iii) a list of the design team's key personnel and resumes for each; (iv) a summary of the builder's experiences and references; (v) a list of the builders key personnel and resumes for each; (vi) a management plan that describes the process that the Design-Builder will use to manage the project including communication with the client and identification of a single point of contact. The Phase 1 submissions will be reviewed by EDA and City of Norfolk staff in accordance with **Part A.7 – Selection Criteria** of this RFQ. Three teams will be selected from the Offerors to participate in Phase 2.

During the second phase, the short-listed Offerors shall prepare a preliminary design concept for the Boxing Center and submit associated cost to complete the Project. The short-listed Offerors will be given 90 days. Each of the short-listed Offerors will also be given the opportunity to meet with the EDA and Park and Rec, as well as take a tour midway through RFP in order to discuss the project and obtain feedback. The RFP submission should include:

- A site plan for the project (certain base maps and utility information are available);
- Renderings of the proposed design;
- A proposed construction budget (project budget is max of \$3.4 million); and
- Include a schedule of the timing for construction beginning and ending.

From the proposals submitted during the second phase, the EDA will select the proposal that is most advantageous. In making this evaluation, the EDA will consider both the quality of the proposed design, as well as the price quote by the Offerors.

### **A.3 Project Delivery Method**

The EDA intends to implement the Project through a design-build approach. The EDA intends to have completed the procurement process and issued a notice to proceed with preconstruction/design (the "Initial NTP") by **1/30/2023**. In general, it is contemplated that the Project will be divided into two phases: (i) the Design & Preconstruction Phase; and (ii) the Construction Phase.

The Design & Preconstruction Phase will begin with the Initial NTP. During the Design & Pre-Construction Phase, the Design-Builder will also be required to work with the EDA to develop a schedule and Guaranteed Maximum Price ("GMP") based on the available budget for the Project (currently estimated at no more than \$3.4 million). Once a GMP is established, the Design-Builder will be required to progress the design in a manner consistent with the EDA's budget, *i.e.*, design-to-budget.

In addition to the design services, the EDA expects that the builder component of the Design-Builder's team will actively participate in the development of the design and provide (i) cost estimates, (ii) schedule analysis, (iii) identify long-lead purchasing items, and (iv) undertake constructability reviews. During the Construction Phase, the Design-Builder shall implement the approved design for the Project in a manner consistent with the EDA's budget for the Project.

#### **A.4 Economic Inclusion**

It is the policy of the City of Norfolk to encourage the equitable participation of vendors in all City Contracting with an immediate focus on work generated through the Rosna Theater renovation project. The City expects to meet or exceed the goals set for achieving Woman- and Minority-owned business participation in all contracts. Towards that goal the City has established several task forces and committees to align resources to enable efforts to enhance inclusion and the City expects all contractors to develop Economic Inclusion Plans to meet subcontracting goals.

#### **A.5 Selection Criteria**

Proposals will be evaluated using the following evaluation criteria:

For RFQ

- Builder's Experience & References (15 points)
- Builder's Key Personnel (15 points)
- Architect's Experience & References (15 points)
- Portfolio (15 points)
- Architect's Key Personnel (10 points)
- Design Approach and Project Management Plan (20 points)
- LSDBE Compliance/Utilization (10 points)



## **Section B EVALUATION AND AWARD CRITERIA**

### **B.1 Evaluation Process**

The EDA shall evaluate submissions in accordance with the provisions of this **Section B** and the City's Procurement Regulations.

### **B.2 Evaluation Committee**

Each submission shall be evaluated in accordance with this **Section B** by an Evaluation Committee. The Evaluation Committee shall prepare a written report summarizing its findings and submit the same to the source selection official. Based on the information submitted by the Offerors in response to this RFQ and the report prepared by the Evaluation Committee, the source selection official shall select the Offeror(s) whose submissions are determined by the source selection official to be the most advantageous to the EDA.

### **B.3 Phase 1 Submissions**

Each phase one submission will be scored on a scale of 1 to 100 points. The Design-Build Teams with the highest evaluated score will be short-listed for participation in RFP of this procurement.

#### **B.3.1 Builder's Experience and References (15 Points)**

The EDA desires to engage a Design-Builder with the experience necessary to realize the objectives set forth in the RFQ. The construction component of each Design-Builder (the "Builder") will be evaluated based on their demonstrated experience in: (i) construction and renovation projects in an urban setting; (ii) constructing and knowledge; (iii) knowledge of, and access to, the local subcontracting market; and (iv) knowledge of the local regulatory agencies and Code Officials. If the Offeror is a team or joint venture of multiple companies, the Evaluation Panel will consider the experience of each member of the team or joint venture in light of their role in the proposed team or joint venture. This element of the evaluation will be worth up to fifteen (15) points.

#### **B.3.2 Builder's Key Personnel (15 Points)**

The EDA desires that the Builder assign the appropriate number of personnel having the necessary seniority to implement a project of this type. The personnel should have experience working together and each such individual should have the necessary level of experience and education for his or her proposed role. Proposals should identify, at a minimum, (i) the project executive; (ii) the field superintendent; and (iii) the project manager that will be responsible for overseeing the interior design and work. The availability and experience of the key individuals assigned to this Project will be evaluated as part of this element. Please provide a table that identifies the specific staff that will be assigned to this project. The table should include: (i) the individual's name (if known); (ii) his or her title; (iii) his or her level of effort (i.e. the percentage

of time devoted to this project); and (iv) the time periods during which the individual will be assigned to the project. This table should include all personnel that will be assigned to the project. Please identify whether the personnel will be funded from general conditions or whether they are home or regional office personnel that are non-reimbursable (i.e. funded from fee). This element of the evaluation will be worth up to fifteen (15) points.

### **B.3.3 Architects/Engineers Experience and References (15 Points)**

The EDA desires to engage a Design-Builder with a design component that possesses the experience necessary to realize the objectives set forth in the RFQ. The design component of each Design-Builder (the “Architect”) will be evaluated based on their demonstrated experience in: (i) the design of projects in an urban setting; (ii) the design of er similar structures and knowledge thereof; (iii) cost estimating and value engineering/management; and (iv) knowledge of the local regulatory agencies and Code Officials. If the Offeror is a team or joint venture of multiple companies, the Evaluation Panel will consider the experience of each member of the team or joint venture in light of their role in the proposed team or joint venture. This element of the evaluation will be worth up to ten (10) points.

### **B.3.4 Architect/Engineers Key Personnel (10 Points)**

The EDA desires that the Architect assign to this Project personnel who have experience in designing and completing construction projects on-time and on-budget. The personnel so assigned should have the necessary experience and professional credentials for the role each such individual is assigned. At a minimum, the proposal should identify: (i) the principal-in-charge; (ii) the design principal; and (iii) the project architect. Please provide a table that identifies the specific staff that will be assigned to this project. The table should include: (i) the individual’s name (if known); (ii) his or her title; (iii) his or her level of effort (i.e. the percentage of time devoted to this project); and (iv) the time periods during which the individual will be assigned to the project. This table should include all personnel that will be assigned to the project. Please identify whether the personnel will be funded from general conditions or whether they are home or regional office personnel that are non-reimbursable (i.e. funded from fee). This element of the evaluation will be worth up to ten (10) points.

### **B.3.5 Design Approach and Management Plan (20 Points)**

Offerors are required to submit a discussion of their intended Design Approach and Management Plan. The Design Approach should outline in narrative form the basic design theory the Offeror proposes to employ in approaching the new Boxing Center and will be evaluated on the creativity demonstrated. Offerors are required to submit both a Design Management Plan and a Construction Management Plan.

The Design Management Plan should clearly explain how the Design-Builder, and in particular the Architect, intends to manage and implement the Project. Among other things, it should explain (i) how the Architect will manage the engineering subconsultants so as to ensure that the drawings are properly coordinated; (ii) how the Architect will manage the value engineering/management process; (iii) how the Architect proposes to staff and handle



construction administration and interact with the Contractor; (iv) how the Architect will manage the design process; and (v) describe the key challenges inherent in this Project and explain how they will be overcome or mitigated. Further, the Design Management Plan should explain how its activities are related to the Construction Management Plan.

The Construction Management Plan should clearly explain how the Design-Builder, and in particular the Builder, intends to manage and implement the Project. It should demonstrate a knowledge of the process and impediments that must be overcome and ensure that sufficient staffing will be provided. At a minimum, the plan should: (i) identify the key personnel and their specific roles in managing the Project; (ii) identify the key milestone dates and provide a description of how these dates will be achieved; (iii) provide a skeletal schedule of the work and the phasing of construction; (iv) describe the cost control management structures that will be used to ensure the Project is delivered on-budget; and (v) describe the key challenges inherent in this Project and explain how they will be overcome or mitigated.

As part of this element of the evaluation, the EDA will consider the experience that the Architect and the Builder have working together on similar projects and their successful completion of such projects. This element of the evaluation is worth up to twenty (20) points.

### **B.3.6 Portfolio (15 Points)**

Offerors should submit a portfolio (with before and after pictures) showing at least three (3) but no more than five (5) similar projects that best demonstrate the ability of the design team to accomplish the objectives outlined above. This element of the evaluation is worth up to fifteen (15) points.

### **B.3.7 LSDBE Compliance/Utilization (10 Points)**

It is the policy of the City of Norfolk to encourage the equitable participation of vendors in all City Contracting with an immediate focus on work generated through the Rosna Theater renovation project. The City expects to meet or exceed the goals set for achieving Woman- and Minority-owned business participation in all contracts. Towards that goal the City has established several task forces and committees to align resources to enable efforts to enhance inclusion and the City expects all contractors to develop Economic Inclusion Plans to meet subcontracting goals. This factor of the evaluation will be worth up to five (10) points.

## **C PROPOSAL ORGANIZATION AND SUBMISSION**

This section outlines specific information necessary for the proper organization in a manner in which Offerors' Proposals should be proffered. References are made to other sections in this RFQ for further explanation.

### **C.1 Submission Identification**

Submissions shall be proffered in an original and eight (8) copies. The Offeror's submission shall be placed in a sealed envelope conspicuously marked: "Proposal for Design-Build Services for the Rosna Theater Boxing Center"

## **C.2 Delivery Submission**

[development@norfolk.gov](mailto:development@norfolk.gov)

Submissions should be delivered by email to:

## **C.3 Delivery Date and Time for Receiving Submissions**

Submissions shall be received no later than 5:00 PM EDT on October 19, 2022. The Offeror assumes the sole responsibility for timely delivery of its submission, regardless of the method of delivery.

## **C.4 Submission Size, Organization and Offeror Qualifications**

All submissions shall be submitted on 8-1/2" x 11" bond paper and typewritten. The EDA is interested in a qualitative approach to presentation material. Brief, clear and concise material is more desirable than quantity. The submission should be organized as follows:

### **C.4.1 Executive Summary**

Each Offer should provide a summary of no more than three pages of the information contained in the following sections.

### **C.4.2 General Team Information and Firm(s) Data**

Each Offeror should provide the following information for the Design-Builder and each of its subconsultants.

- A. Name(s), address(es), and role(s) of each firm (including all sub-consultants)
- B. Firm profile(s), including:
  - a. Age
  - b. Firm history(ies)
  - c. Firm size(s)
  - d. Areas of specialty/concentration
  - e. Current firm workload(s) projected over the next year
  - f. Provide a list of any contract held by the Offeror where the contract was terminated (either for default or convenience). This list should also identify any contracts that resulted in litigation or arbitration between the Owner and the Offeror. If the Offeror has multiple offices, only contracts held by the office submitting this proposal need be listed.

- C. Description of the team organization and personal qualifications of key staff, including:
- a. Identification of the single point of contact for the Design-Builder.
  - b. Organizational chart illustrating reporting lines and names and titles for key participants proposed by the team.
  - c. Resumes for each key participant on the team, including definition of that person's role, relevant project experience, and current workload over the next two years.
  - d. Experience that the key team members have working together.

### **C.4.3 Relevant Experience and Capabilities**

Detailed descriptions of no more than eight (8) projects that best illustrate the team's experience and capabilities relevant to this project. On each project description, please provide all of the following information in consistent order:

1. Project name and location
2. Name, address, contact person and telephone number for owner reference
3. Brief project description including project cost, square footage, firm's scope of work, and key firm strengths exhibited
4. Identification of personnel involved in the selected project who are proposed to work on this project
5. Project process and schedule data including construction delivery method, and construction completion date (any unusual events or occurrences that affected the schedule should be explained)
6. Construction cost data including pre-construction budget, and actual construction (if actual construction cost exceeds original, please explain why)

### **C.4.4 Portfolio**

Each Offeror should prepare a portfolio (with before and after pictures) showing at least one (1) and no more than five (5) projects that best demonstrate the ability of the design team to accomplish the objectives outlined herein.

### **C.4.5 Cost Information**

No cost information is required during Phase 1 of this procurement.

### **C.4.6 Local Business Utilization Plan**

Each Offeror must submit a proposed Local Business Utilization Plan that identifies the specific certified business enterprises that will participate in the contract and their anticipated roles. In addition, each Offeror should provide: (i) a narrative description of similar projects and the Offeror's success in meeting such goals; and (ii) a chart, in summary form, that identifies the

Offeror's major public projects over the last five years and its success in achieving such goals (creativity should be displayed regarding joint-venture and subcontractor agreements).

## **D BIDDING PROCEDURES AND PROTEST**

### **D.1 Contact Person**

For information regarding this RFQ please contact:

Sean Washington  
999 Waterside Drive, Suite 2430  
Norfolk, VA 23510  
Phone: (757) 985-6925

### **D.2 Explanations to Prospective Offerors**

Each Offeror should carefully examine this Request for Qualifications and any and all amendments, addenda or other revisions, and thoroughly familiarize itself with all requirements prior to proffering a submission. Should an Offeror find discrepancies or ambiguities in, or omissions from, the RFQ and amendments, addenda or revisions, or otherwise desire an explanation or interpretation of the RFQ, any amendments, addenda, or revisions, it must submit a request for interpretation or correction in writing. Any information given to an Offeror concerning the solicitation shall be furnished promptly to all other Offerors as an amendment or addendum to this RFQ if in the sole discretion of the EDA that information is necessary in proffering submissions or if the lack of it would be prejudicial to any other prospective Offerors. Oral explanations or instructions given before the award of the contract shall not be binding.

Requests should be directed to Sean Washington at the address listed in Section D.1 no later than the close of business on 10/10/2022. The person making the request shall be responsible for prompt delivery.

### **D.3 Protests**

Protests alleging defects in this solicitation must be filed prior to the time set for receipt of submissions. If an alleged defect does not exist in this initial RFQ, but was incorporated into the RFQ by an amendment or addendum, a protest based on that defect must be filed before the next closing time established for proffering submissions. In all other cases, a protester shall file the protest within ten (10) days after the protester knows or should have known, whichever is earlier, of the facts and circumstances upon which the protest is based. All must be made in writing to the Sean Washington at the address listed in Section F1 and must be filed in duplicate. Protests shall be served on the EDA by obtaining written and dated acknowledgment of receipt from Sean Washington. Protests received by the EDA after the indicated period shall not be considered. To expedite handling of protests, the envelope shall be labeled "Protest". This section is intended to summarize the bid protest procedures and is for the convenience of the Offerors only. To the extent any provision of this section is inconsistent with the Procurement Regulations, the more stringent provisions shall prevail.

#### **D.4 Contract Award**

This procurement is being conducted in accordance with the provisions of Section B

#### **D.5 Retention of Submissions**

All submissions shall be retained by the EDA and therefore shall not be returned to the Offerors. With the exception of proprietary financial information, the submissions shall become the property of the EDA and the EDA shall the right to distribute or use such information as it determines.

#### **D.6 Examination of Submissions**

Offerors are expected to examine the requirements of all instructions (including all amendments, addenda, attachments and exhibits) in this RFQ. Failure to do so shall be at the sole risk of the Offeror and may result in disqualification.

#### **D.7 Late Submissions: Modifications**

- A. Any submission or best and final offer received at the office designated in this RFQ after the exact time specified for receipt shall not be considered.
- B. Any modification of a submission, including a modification resulting from the requests for best and final offers, is subject to the same conditions as in F.8.A stated above.
- C. The only acceptable evidence to establish the time of receipt at the EDA's office is the time-date stamp of such installation on the submission wrapper or other documentary evidence of receipt maintained by the installation.
- D. Notwithstanding any other provisions of this Request for Qualifications to the contrary, a late modification of an otherwise successful submission which makes its terms more favorable to the EDA may be considered at any time it is received and may be accepted.
- E. Submissions shall be irrevocable and remain in full force and effect for a period not less than 120 days after receipt of submissions.

#### **D.8 No Compensation for Preparation of Submissions**

The EDA shall not bear or assume any financial obligations or liabilities regarding the preparation of any submissions submitted in response to this RFQ, or prepared in connection therewith, including, but without limitation, any submissions, statements, reports, data, information, materials or other documents or items.

## **D.9 Rejection of Submissions**

The EDA reserves the right, in its sole discretion:

- A. To cancel this solicitation or reject all submissions.
- B. To reject submissions that fail to prove the Offeror's responsibility.
- C. To reject submissions that contain conditions and/or contingencies that in the
- D. EDA's sole judgment, make the submission indefinite, incomplete, otherwise non-responsive, or otherwise unacceptable for award.
- E. To waive minor irregularities in any submission provided such waiver does not result in an unfair advantage to any Offeror.
- F. To take any other action within the applicable Procurement Regulations or law.
- G. To reject the submission of any Offeror that has submitted a false or misleading statement, affidavit or certification in connection with such submission or this Request for Qualifications.

## **D.10 Limitation of Authority**

Only a person with prior written authority from Sean Washington shall have the express, implied, or apparent authority to alter, amend, modify, or waive any clauses or conditions of the contract. Furthermore, any alteration, amendment, modification, or waiver of any clause or condition of this RFQ is not effective or binding unless made in writing and signed by Sean Washington or his authorized representative.