

Request for Qualifications
Professional Landscape Architectural Services
REF. NO. REA:23 - LANDSCAPE MASTER PLAN
SUNY College at Geneseo

SCOPE OF SERVICES

1.0 BACKGROUND

1.1 Purpose

SUNY College at Geneseo desires to contract for professional landscape architectural services to develop a Landscape Master Plan. The purpose of the Landscape Master Plan is to establish standards and priorities for site improvements over the next 10-15 years within the constraints of the College's site and budget. The Landscape Master Plan will also serve as a decision making tool that will provide the framework upon which program and project changes will be evaluated and phased implementations will be initiated as funding is secured through annual repair/renovation allocations, capital improvement funds, and corporate and private donations.

1.2 Key Issues

- Campus Image and Arrival
- Campus Vegetation/Plant Palette - Standardization
- Prioritization of Efforts
- Space Programming
- Way-finding and Campus Signage (Previous plans exist)
- Pedestrian & Vehicular Circulation (Previous plans exist)
- Site Lighting (Standard Exists)
- Ponds and Drainage
- Parking

1.3 History

Founded in 1871 as the Wadsworth Normal and Training School, Geneseo became an original member of the State University of New York System in 1948. The College is situated in the historic landmark Village of Geneseo (population 7,000) in the scenic Genesee River Valley Region of Western New York State.

1.4 Profile

Geneseo offers 47 undergraduate majors in the Arts and Sciences, Business, Education and the Performing Arts. Geneseo's campus encompasses 220 acres and has 39 buildings including 15 residence halls. The College typically enrolls 4,950 full-time undergraduate students and 50 graduate students. Of the College's 255 full-time faculty members, 90% hold their Ph.D. or other terminal degree. Although most students are from New York

State, the College enrolls students from throughout the United States and from more than 20 other countries. One student in 10 is a member of an underrepresented minority group. In-state tuition: \$3,400. Nearly \$600,000 in merit-based scholarships are available each year. Approximately 90% of our students return for their sophomore year of study.

1.5 Mission Statement

The State University of New York at Geneseo, nationally recognized as a center of excellence in undergraduate education, is a public liberal arts college with selected professional and master's level programs. It combines a rigorous curriculum and a rich co-curricular life to create an integrated learning-centered environment. The entire college community works together to develop socially responsible citizens with skills and values important to the pursuit of an enriched life and success in the world.

2.0 AVAILABLE DATA

The following information will be made available to the selected consultant for review.

A. Site Renderings

1. Campus Capital Plan (Cannon report)
2. Campus site plans and utility maps (to be copied at Consultant's expense; some available in electronic format)
3. Individual building plans, surveys, and floor plans provided as available (to be copied at the Consultant's expense; some available in electronic format)
4. Existing aerial photographs (on the web at: <http://www.geneseo.edu/~pplant/Aphotos.htm>)

B. Previous Studies and Existing Plans

1. North Village Residential Master Plan
2. Campus Site Circulation Study
3. Campus Way-finding and Signage Study
4. Holcomb Reuse Study

C. Other

Any other information currently on record in the Offices of Facilities Services and Planning and Construction.

3.0 SCOPE OF PROFESSIONAL SERVICES

The Landscape Master Plan shall identify locations of future site development as determined in conjunction with the College's Landscape Master Planning Committee, indicate the proposed vehicular circulation and parking, and denote pedestrian circulation

and open space areas. The Plan will also include recommendations for campus plantings and trees, site lighting, furnishings and improvements, programming of open spaces, and prioritization of landscape efforts.

3.1 Requirements/Needs

The intent of this Plan is to address the issues below by incorporating existing studies and plans. (See Section 2.0.)

A. Identification of locations for vehicular circulation routes, parking, pedestrian circulation, and open space areas. Expand upon the direction of the vehicular and pedestrian Site Circulation Study and North Village Master Plan.

- i. Site Development of Open Spaces – Given the Site Circulation Study and the North Village Master Plan, identify where future athletic fields and parking should be located.
- ii. Vehicular Circulation and Parking - Primary responsibility for vehicular traffic will not be included in the Master Landscape Plan. However, the Landscape Master Planner shall expand upon the Site Circulation Study with a service and delivery analysis.
- iii. Site Inventory and Analysis – Identify and expand upon opportunities for improvements of the following:
 - Key entrance and exit points (pedestrian and vehicular)
 - Functional conflicts
 - Opportunities for campus improvements and visual enhancements
 - Inventory of existing significant plantings and landscape features

B. Recommendations for campus plantings and trees, site furnishings and improvements, and prioritization of landscape efforts.

- i. Key Bed Designs – Develop and make recommendations for planting designs (beds, shrubs, trees) for key campus entrances and focal points. Key bed design locations are as follows:
 - Main gateway at Route 20A and Route 63
 - Park Street entrance (done)
 - School Street entrance
 - Erwin Hall (Admissions Office)
 - Bank Street entrance
 - College Street entrance
 - Mary Jemison Hall (work in progress)
 - Court Street entrance

- Alumni Hall (Sports and Recreation Complex)
 - College Union patio
 - Sturges Hall
- ii. Campus Vegetation – Provide analysis of existing trees, shrubs, bed plantings, turf, and other vegetation. Recommend standardized plant palette for the campus with consideration to the following: Zone 5 climate; maximizing seasonal effect; low maintenance versus high maintenance; hardiness; aesthetic value; regional suitability; disease resistance, etc.
 - iii. Campus Lighting – Provide lighting level analysis for campus walkways, streets and lots, and building exteriors. Lighting plan should address existing and future lighting considerations for safety, security, comfort/convenience, and aesthetic quality. (Standard fixture is in place and will remain.)
 - iv. Campus Furnishings - Include recommendations for campus seating, refuse collection containers, retaining walls, fences, railings, bicycle racks, emergency telephones, information kiosks, outdoor gathering areas, recreational areas, flagpoles, etc. Consideration should also be given to exterior art and sculpture locations.
 - v. Prioritization of Landscape Efforts - Identify areas for improvement and prioritize areas given the current staffing levels in the SUNY Geneseo Grounds and Landscaping Department.
 - vi. Irrigation – Provide analysis and recommendation for irrigation of key turf and planting areas.

3.2 Approach

The selected Consultant will meet periodically with the Landscape Master Plan Committee appointed by the College to solicit input and present recommendations. It is anticipated that five meetings will be required: start-up; follow up; status report; preliminary presentation; final presentation. All work performed by the Master Landscape Planner shall be closely coordinated with the Campus Capital Plan, and other planning initiatives, to avoid duplication of effort or conflicting proposals in areas where functional proximity and overlap exist. Areas where overlap is expected to occur include, but are not limited to: pedestrian and vehicular traffic, building locations, and parking.

3.3 Cost Estimates and Phasing Recommendations

- A. Estimate the range of costs for design implementation.
- B. Provide Landscape Master Plan and phased implementation plan.

3.4 Deliverables

The products that should result from this Landscape Master Planning process are as follows:

- A. Rendered Illustrative Landscape Master Plan - base map scaled a 1" equals 200' with as many supplemental drawings at larger scale to explain concepts as required.
- B. Written Illustrated Report (10 copies) - The written report should contain the following information:
 - Executive summary
 - Process documentation
 - Analyses and recommendations for each item contained in the Scope of Work
 - Detailed cost estimates
 - Color diagrams
 - Schedule of recommended design standards and implementation schedule, with summary of findings and recommendations
 - Digitally rendered photographs and/or drawings showing examples of key enhancements or projects

4.0 EVALUATION CRITERIA

All responses received shall be subject to an evaluation by SUNY College at Geneseo. SUNY Geneseo desires to select the most qualified professional firm meeting all of the requirements of this RFQ and taking into consideration the combination of qualifications and experience most beneficial to the College. Only responses judged to be responsive to the submission requirements set forth in this RFQ will be evaluated.

All responses will be evaluated on the criteria set forth on page two of the cover letter for this Request for Qualifications. A score will be assigned to each of the responses based on the total score and weighting of the criteria. The five firms having the highest total score will be invited to personally present themselves to the Landscape Master Planning Committee.

5.0 PROGRAM BUDGET

The cost for this study is anticipated to be between \$30,000-\$35,000.

6.0 BASIC DESIGN FEE

A lump sum fee for the professional services relating to this project will be negotiated based upon the estimated scope of professional effort for the project.

7.0 TIME OF COMPLETION

It is anticipated that a contract will be issued to the successful consultant in a timely manner, so that work may commence as soon as possible in February 2003. It is the College's expectation that the project will be completed prior to August 31, 2003.

CONSULTANT SELECTION RATING SHEET
REF. NO. REA:23 - LANDSCAPE MASTER PLAN
SUNY College at Geneseo

Reviewer: _____ Consultant: _____ Date: _____

EVALUATION CRITERIA/ RATING	WEIGHT	TOTAL POINTS (Criteria rating multiplied by weight)
1. Principal's Experience 1 2 3 4 5	5	
2. Approach 1 2 3 4 5	5	
3. Quality of Staff and Experience 1 2 3 4 5	4	
4. Design/Technical Experience of Design Team 1 2 3 4 5	4	
5. Prior SUNY/College/Educational Experience 1 2 3 4 5	3	
6. Length of Service in Firm 1 2 3 4 5	3	
7. Presentation 1 2 3 4 5	3	
8. References 1 2 3 4 5	3	
9. Proximity to Campus/Local Knowledge 1 2 3 4 5	2	
10. MBE/WBE Status/Staffing 1 2 3 4 5	1	
11. Other 1 2 3 4 5	1	
GRAND TOTAL OF POINTS AWARDED		



Project Approach



Our approach to the SUNY Geneseo Landscape Master is divided into four components;

- A **Holistic Philosophy** that reviews previous studies in relationship to current physical environmental features and campus user patterns.
- A **Team Process** made up of experienced professionals that recognizes the importance and opinions of all levels within the College community to achieve a longstanding end result.
- A **Comprehensive Working Plan** based on the required Scope of Services that will efficiently complete the Landscape Master Plan by August 31st.
- Proper Packaging** of written and illustrative deliverables that are user friendly and graphically understandable.

Holistic

Our philosophy when preparing the Master Landscape Plan is to understand the physical and designed features of the campus in a *holistic* manner. Each layer of information can offer design opportunities to achieve key site issues and better utilize funds that will avoid long-term expenditures based on short-term solutions.

The AOLA team recognizes the need for good stewardship of the land while providing the best dollar value. Discerning current and future user behavior patterns in terms of vehicular and pedestrian activity will assist in establishing or renewing a vision for the Master Landscape Plan (MLP) that coordinates with the overall college Mission Statement. Our holistic approach also acknowl-



edges the importance of the College campus in context to the Village of Geneseo, particularly in terms of wayfinding, arrival, signage, and campus image. These areas will be analyzed and incorporated into the final master plan. Finally, there must be a balance between proper design solutions and College maintenance practices. The AOLA team will review maintenance procedures and observe current practices to analyze levels of maintenance when providing design solutions.

Team

Effective facilitation of key issues and solutions between the AOLA team and all campus users is a *team process* that we take seriously. Each must play an active role to properly synthesize information into a meaningful LMP. In addition to gaining information and insight from the Landscape Master Plan Committee (LMPC), AOLA also proposes to facilitate focus group meetings with different campus users. The 30-60 minute meetings will provide additional information to our team particularly in the areas of space programming, way-finding, parking, signage and campus image. Representative groups could include administration, department heads, security, athletics, facility services, student services, and students.

The AOLA team is comprised of individuals with expertise in campus planning, site design, visual analysis, irrigation design, athletic field design, graphics, site lighting, visual simulation, and construction administration. In fact, providing design and planning services to educational clients has been the hallmark of our firm for many years. A listing of our team members and their responsibilities are noted below. Refer to section 4 for a detailed resume of each individual.

In House Team

Bruce E. Appel, RLA, will serve as Partner-In-Charge and will provide overall coordination and management duties for the project and may include attending meetings and making presentations. Mr. Appel will assist the team on overall circulation issues



and site engineering solutions.

Vincent P. Pietrzak, RLA, will serve as the Project Manager and be the main contact between the AOLA team and LMPC. As Project Manager, Mr. Pietrzak will make site visits, monitor all project activity, attend all necessary meetings, and assign project tasks to team members. He will assist the team in preparing concept sketches and overall leadership to project campus planning solutions, site furnishing improvements, prioritization of landscape efforts, estimates, and implementation plan.

Peter V. Auyer, will serve as the Senior Project Designer. He will attend meetings, make site visits, and be responsible for coordinating all site inventory and analysis information. Mr. Auyer will coordinate the writing of the illustrated report and production of all deliverables. He will also facilitate focus group meetings and assist the team with site development of open spaces, and vehicular circulation and parking.

Peter Osborne, RLA, will assist the team with campus plantings and trees, and irrigation issues relating to turf and planting areas.

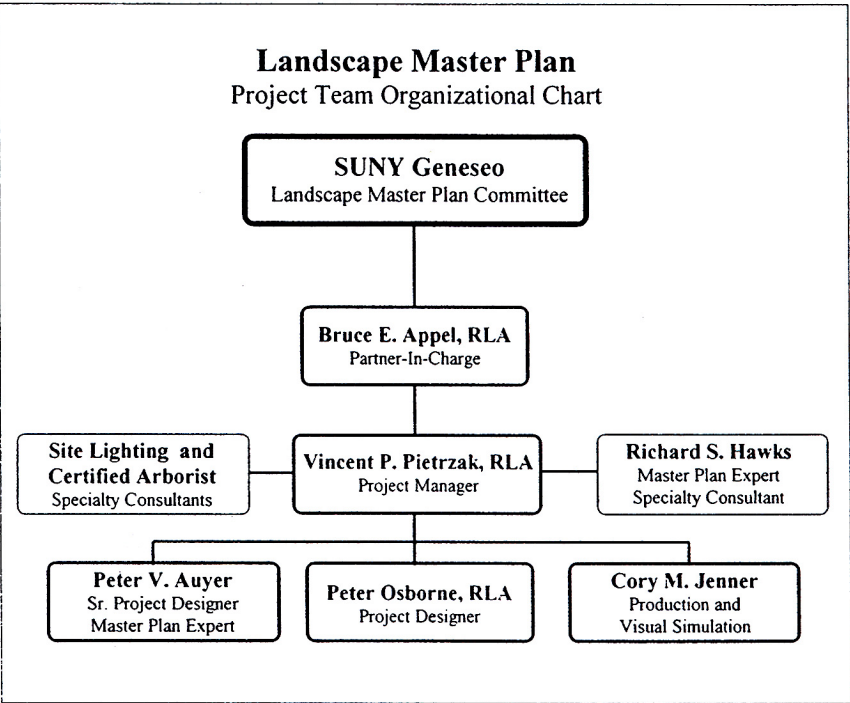
Cory M. Jenner, will be responsible for all graphic production including rendering of the illustrative plan, base map preparation on CAD, sketches, and visual simulations. He will make necessary site visits and meetings.

Specialty Consultants

Richard S. Hawks, RLA, will serve as Specialty Consultant for the project. With experiences in providing design and master planning assistance to 36 SUNY campuses (including Geneseo), Mr. Hawks will assist the team in the analysis of the campus and provide recommends to the LMP. This will include site visits, interaction with the Landscape Master Plan Committee and regular dialogue with the team.



Additionally, we propose using other specialty consultants as part of the team. An electrical consultant will be used to assist in the analysis of site lighting, and a certified Arborist will be used to assist in the analysis of campus trees.



Working Plan

The request to complete the LMP by the end of the summer is an ambitious timetable. Successfully addressing key issues and completing the project on time involves a *working plan* that is both efficient and comprehensive. The AOLA team stands ready to begin the project once the LMPC gives authorization to proceed. We will immediately begin with the Start-up meeting to review all aspects of the LMP. This will include gathering and analyzing existing information on the campus, reviewing previous studies and making a number of site visits to survey activity and user behavior patterns. Site visits during the day and during evening hours will be other critical components because of the need to



observe patterns prior to the end of the spring semester.

Within a 4-6 week period, we propose the second (Follow-up) meeting with the LMPC to present an analysis of existing campus conditions, discuss and establish focus group dates, and to provide an outline draft of the written illustrated report. During our campus visit, we will also observe maintenance practices and review site areas such as storm drainage patterns, and site amenity locations.

After an 8-10 week period, we propose the third (Status Report) meeting with the LMPC to present preliminary design concepts of the LMP and a preliminary phasing plan for review and comment. We will also present the findings of focus group meetings. Other ancillary meetings and site visits will be made at this time if necessary.

Between the 14th and 15th week, we propose the fourth (Preliminary Presentation) meeting with the LMPC. A draft of the LMP will be presented and a number of copies provided for review and comment. The LMPC will be asked to review the draft within a two-week period. If necessary a teleconference meeting will be held after the two-week review period to answer questions or make any modifications to the LMP.

During the final week of August, we propose the fifth (Final Presentation) and final meeting with the LMPC. At that time, the final draft of the LMP will be presented. The format will include a Power Point presentation to the LMPC and other invited guests. An attached **Proposed LMP Timeline** provides a suggested format for completing the LMP.

At each phase of the project, we will address scope of work key campus issues by utilizing input from the LMPC, focus groups, previous studies and our own research, campus visits, College maintenance practices, and project priority needs. **Campus image and arrival** is viewed differently by first time visitors and



regular campus users. We will look at image and arrival of both groups by evaluating pedestrian to vehicular scale issues, the arrival sequence from the entry points to designation points, visual impressions of campus edge to interior spaces, and hierarchy of wayfinding. **Campus vegetation and palette selection** will be reviewed in terms of scale and adjacent uses, maintenance practices, standardization considerations, environmental compatibility. Coordination between other College planning efforts, current maintenance practices, and budgetary considerations will provide a rationale approach to **prioritization of efforts** for the LPM. For example, successful campus landscape plans include ongoing tree replacement programs because of the long-term benefit to a campus as a whole. **Space programming** for future building layout and the spaces between buildings is a dynamic process. There must be a balance between existing uses and proposed needs in order to prepare a vision for the future. We will nurture an open partnership with the LMPC to properly address and understand the College's vision in this area. **Way-finding and campus signage** are key components that also impact campus image and proper circulation patterns. We will review the previous plan and provide suggestions for improvement if necessary. Thinking like a first time visitor and reviewing a standardized approach to signage will be some of the critical uses evaluated by the AOLA team.

One of the most contentious landscape elements for most suburban college campuses is the relationship between **pedestrian and vehicular circulation**, including **parking**. We will review the previous plan when analyzing existing patterns and parking lot locations in terms of movement simplicity, convenience, respect for campus design, and hierarchy of surface material. Outdoor **site lighting** is a critical element in the landscape because it improves the legibility and movement of circulation routes and other important nodes such as at building entries, and gathering areas. Lighting also promotes a sense of security and provides functional uses for events such as athletic contest. We will analyze campus site lighting patterns by reviewing standards that



currently exist and by making campus visits at night to evaluate lighting uniformity between spaces and its relationships to other key campus issues. **Ponds and drainage patterns** are important elements to any campus storm water management plan. This and other contributing components such as grading, pavement and positive visual solutions will be reviewed in context to the revised New York State SPDES (State Pollutant Discharge Elimination System), effective December, 2002.

Packaging

Production of requested deliverables require *proper packaging* of the LMP to assist the College in making proper planning and design decisions on a regular basis. The rendered illustrative LPM will be prepared using AutoCAD software to build the base map of the campus. If digital information is already available, the base map will be revised to meet current landuse conditions. Desktop software will be used to prepare the written illustrative report. This will allow the inclusion of photographs, hand and CAD ready concept sketches, and other visuals into the report. The type of software used will be based on your preference. We have experience using Adobe PageMaker and Microsoft Publisher.

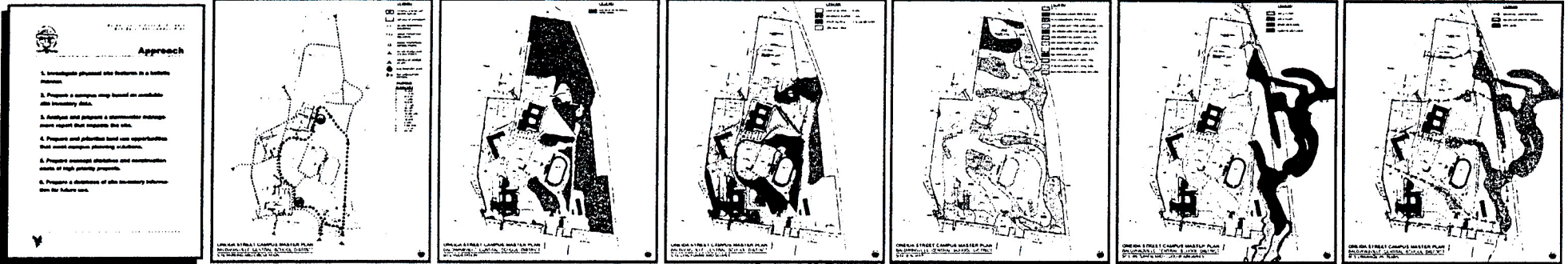
In addition to the required format of a rendered illustrative LPM and written illustrative report, all information will be saved to a CD and provided to the College at the completion of the project. Information will not only serve as a digital copy of the LPM, but can be utilized in other areas such as GIS (Geographic Information System) or Website communication.

ID	Task Name	April					May					June				July				August				
		3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29	7/6	7/13	7/20	7/27	8/3	8/10	8/17	8/24	8/31
1	A. Start-up Phase																							
2	Kick-off meeting with Committee		◆ 4/1																					
3	Distribute meeting minutes		◆ 4/3																					
4	Information gathering/research			◆ 4/15																				
5	Campus visit			◆ 4/15																				
6	B. Follow-up Phase																							
7	Second meeting with Committee					◆ 4/29																		
8	Present analysis of gathered information					◆ 4/29																		
9	Distribute Mater Plan Report outline					◆ 4/29																		
10	Distribute meeting minutes					◆ 5/1																		
11	Facilitate Focus Group meetings						◆ 5/8																	
12	Observe maintenance practices							◆ 5/15																
13	Complete Campus base map - Existing							◆ 5/15																
14	C. Status Report Phase																							
15	Third meeting with Committee									◆ 5/28														
16	Present preliminary concepts									◆ 5/28														
17	Present preliminary phasing plan									◆ 5/28														
18	Present focus group findings									◆ 5/28														
19	Campus Visit										◆ 6/12													
20	D. Preliminary Presentation Phase																							
21	Fourth meeting with Committee															◆ 7/14								
22	Present draft of Master Plan Report														◆ 7/14									
23	Distribute meeting minutes														◆ 7/16									
24	Receive revisions of Master Plan draft																◆ 7/28							
25	Teleconference meeting to discuss revisions																◆ 7/30							
26	F. Final Presentation Phase																							
27	Fifth meeting with Committee																					◆ 8/29		
28	Present Final version of Master Plan																					◆ 8/29		
29	Present Final Illustrative Map																					◆ 8/29		

Project: Geneseo Date: Wed 2/19/03	Task		Rolled Up Task		External Tasks	
	Progress		Rolled Up Milestone		Project Summary	
	Milestone		Rolled Up Progress		Group By Summary	
	Summary		Split			

Master Planning Process

CASE STUDY: BALDWINVILLE CENTRAL SCHOOL DISTRICT
ONEIDA STREET CAMPUS MASTER PLAN



1 Approach → **2** Site Inventory Maps

3 Site Analysis

Site Inventory Maps

Storm Water Management Report

Integration of School Data

Site Visits for Validation

Base Map

4 Landuse Opportunities

Site Analysis Map

5 Landuse Priorities

High Priority

Medium Priority List

Low Priority List

6 Master Plan

Master Plan

High Priority Location Map

Estimates

Phasing Plan

Design Guidelines

Data Sharing

Concept Sketches