

**Consultant Submittal Guidelines
for the**

***Master Planning Services for
University-Centered Fan Experience Districts***

***for the
UNIVERSITY OF KENTUCKY***

PROJECT NO. 3183.0

The University of Kentucky is soliciting proposals from qualified firms to provide **master planning services** for the development of a dynamic, mixed-use **fan experience district** centered around its primary athletics venues, including Kroger Field and the newly renovated Memorial Coliseum.

The goal is to create vibrant, year-round destinations that support the university's mission, enhance the student and fan experience, strengthen town-gown relations, and spur economic development in the surrounding area.

The design team's SF330 submittal should include **ONLY** the names of individuals that will comprise the project team, clearly indicating the specific role each will play in the overall project. This is necessary for the primary design firm as well as for each technical consultant that the prime firm plans to use on the project.

The following list is the criteria, including the multiplication factors; by which each design team's submittal will be evaluated. Bearing this in mind, each team's submittal should clearly and thoroughly address all criteria to allow objective evaluation of the team's previous experience and capability to successfully complete this project. All submittals should be in .PDF format and give specific project examples, including photographs, drawings, resumes, schedules, budget analyses, etc. to properly substantiate the firm as well as individual experience in all categories.

The submittal should include a **BRIEF EXECUTIVE SUMMARY** (maximum of 2 pages) as a cover to the submittal, summarizing all evaluation criteria. **BE SURE TO SPECIFY WHO THE PROJECT MANAGER WILL BE IN THE EXECUTIVE SUMMARY.**

The consultant should focus the proposal contents on the issues and needs that are unique to this project. Firms expressing interest in this project should demonstrate the special experience or attributes the firm/team has, which makes it the most qualified for this project. Include all information necessary to provide an thorough understanding of the consultant team's qualifications and experience. The University of Kentucky reserves the right to select a consultant from the proposals without conducting interviews.

PROPOSAL REQUIREMENTS

Interested firms must submit a proposal which includes:

- Cover letter and executive summary
- Firm profile, team qualifications, and relevant experience
- Approach and methodology
- Project schedule and deliverables
- References (minimum of three)
- Examples of similar campus-anchored or sports/entertainment districts

EVALUATION CRITERIA

The following criteria will be used in the evaluation of the submittals using an overall 100-point scale:

- I. TEAM'S RELEVANT EXPERIENCE AND EXPERTISE (25 pts)
- II. UNDERSTANDING OF THE PROJECT GOALS AND LOCAL CONTEXT (25pts)
- III. STAKEHOLDER ENGAGEMENT STRATEGY (25 pts)
- IV. REFERENCES AND PAST PERFORMANCE (25 pts)

The consultant should be careful to address each criterion, as neglect of any section will result in a lower total score for the firm. Do not assume those reviewing your submittal are already familiar with your firm. Your presentation should be concise and to the point. Emphasis should be given to a few examples, which clearly show the team's qualifications, rather than numerous examples, which are unrelated to the project.

For further information concerning the scope of this project, contact Wayne Thomas, Capital Construction Director, at (859) 257-5913 and/or wayne.thomas@uky.edu.

Please use the “Submit Proposal” button next to the project listed on CPMD’s website to submit your documents electronically in pdf format.

Please provide five (5) hard copies of your proposal sent to:
CPMD (Wayne Thomas / Tonya Ahmad)
222 Peterson Service Building
411 S. Limestone
Lexington, KY 40506-0005

SUBMITTALS MUST BE RECEIVED NOT LATER THAN 3:00 PM EDT,
ON September 11, 2025.

Submittals received after this time will not be reviewed.

**Executive Summary
for the**

***Master Planning Services for
University-Centered Fan Experience Districts***

***for the
UNIVERSITY OF KENTUCKY***

PROJECT NO. 3183.0

A. INTRODUCTION

The program is prepared as a basis for understanding and agreement within the university and as a definitive statement to the Consultant engaged in the master plan.

B. PROJECT OVERVIEW

One proposed district will be located adjacent to Kroger Field, home of the University of Kentucky's football team. The district is envisioned as a walkable, lively hub which could include a mix of:

- Retail (including university merchandise and local brands)
- Restaurants, cafes, and food trucks
- Outdoor and indoor entertainment venues
- Hotel and lodging options
- Academic and Student-centered services and collaborative spaces
- Public green space, plazas, and event gathering areas
- Housing (student, workforce, and/or market-rate)
- Transportation infrastructure and parking/pedestrian/bicycle/shuttle/bus solutions

The second proposed district will be located adjacent to Memorial Coliseum, home of the University of Kentucky's women's basketball, gymnastics, volleyball, and STUNT teams. The district is envisioned as a walkable, lively hub which could include a mix of:

- Retail (including university merchandise and local brands)
- Restaurants, cafes, and food trucks

- Outdoor and indoor entertainment venues
- Hotel and lodging options
- Public green space, plazas, and event gathering areas
- Transportation infrastructure and parking/pedestrian/bicycle/shuttle/bus solutions

C. OBJECTIVES

The selected firm will be responsible for developing a comprehensive Master Plan that:

- Aligns with the university's strategic plan and campus master plan
- Enhances game-day and non-game-day experiences
- Promotes economic development and community engagement
- Encourages partnerships with local businesses and stakeholders
- Provides actionable phasing strategies and implementation tools

D. SCOPE OF SERVICES

Services will include, but are not limited to:

- Site analysis and planning
- Market and feasibility studies
- Stakeholder and limited community engagement
- Conceptual and schematic design
- Land use, circulation, and infrastructure planning
- Transportation solutions to include vehicular, bicycle, pedestrian, shuttle, and bus
- Integration with existing university and municipal plans

E. PROPOSAL REQUIREMENTS

Interested firms must submit a proposal which includes:

- Cover letter and executive summary
- Firm profile, team qualifications, and relevant experience
- Approach and methodology
- Project schedule and deliverables
- References (minimum of three)
- Examples of similar campus-anchored or sports/entertainment districts

F. PRELIMINARY PROJECT SCHEDULE

The following is the tentative schedule presently proposed for this project:

August 22, 2025	Project Advertised for Consultant
September 3, 2025	Questions Due
September 11, 2025	Consultants' Proposals Due
September 15, 2025	Selection Committee Short List Meeting
September 30, 2025	Finalist Interviews (if needed)
October 21, 2025	Anticipated Award Date
October 22, 2025	Project Start
May 1, 2026	Anticipated Completion Date