



## UNIVERSITY OF ARKANSAS

### **Request for Qualifications – University Residential Design, Market Analysis, and Related Fields UNIVERSITY HOUSING GROWTH STUDY**

The University of Arkansas Fayetteville, in accordance with the policies of the Board of Trustees, is soliciting responses from qualified teams including expertise in university residential design, campus urban design, market analysis, and related fields for the *University Housing Growth Study*.

The selection will be a two-part process.

*Part One: Qualifications.* Respondents will submit qualifications for review by a selection committee. The committee will shortlist up to five firms for interviews.

*Part Two: Proposals.* The top candidates identified by the selection committee will be asked to submit full written proposals including scope of services, project approach, work plan, schedule with key dates and milestones, and fees in response to a Request for Proposal document to be issued by the university. At least two weeks will be allowed for document preparation, and the final selection will be made on the basis of these proposals.

### **ABOUT THE UNIVERSITY**

The University of Arkansas is the state's flagship institution of higher education. It is classified by the Carnegie Foundation for the Advancement of Teaching as an R1 Doctoral University based on its research activity and other measures of scholarly productivity. Current total enrollment is 30,936, a number which has almost doubled during a twenty-year period of record growth. The university is made up of ten colleges and schools, several auxiliaries, and the various departments which serve to enable its academic mission and operate the campus. The campus is made up of 240 buildings on 540 acres at five main locations: Central Campus, Art and Design District, Arkansas Research and Technology Park, Uptown Campus, and Athletic South. University Housing operates 20 residence halls which house over 6,000 students in the Central Campus.

### **PROJECT DESCRIPTION**

#### **Background.**

After a post-World War II boost, the University of Arkansas maintained a stable enrollment of 15,000 students or fewer for several decades, with a small decline in the mid-1980s. Due to this stability, the university was able to accommodate demand for on-campus housing with only incremental changes to its housing stock as needed. Starting in 2001, enrollment increased rapidly, passing 16,000 students for the first time in 2002 and 17,000 students in 2004. It quickly became apparent that the university's culture of

providing housing for all students who wanted to live on campus, including upperclassmen and graduate students, would be difficult as student growth accelerated, despite the addition in 2004 of the Northwest Quadrangle residence halls, with 603 beds.

In 2005, the university commissioned the University Housing Strategic Plan.<sup>1</sup> The selected consultant team was charged with developing a “comprehensive strategic plan for advancing the quality and purpose of campus housing.” The team analyzed existing housing types, completed a market study, developed a *pro forma* based on revenue projections, and proposed scenarios for new construction, renovation, and demolition. Several new projects resulted from this plan, including Maple Hill East, Maple Hill West, and Maple Hill South, which together added over 1000 beds. Duncan Avenue Apartments followed in 2009 with 196 beds, with the specific purpose of housing upperclassmen and graduate students.

Enrollment growth continued to rapidly increase, reaching 21,000 in 2010. University administration decided to bring Hotz Hall—a 1960s high-rise dormitory—back online as a residence hall to quickly accommodate some of the unmet demand. At the same time, Founders Hall was built in partnership with University Dining to take advantage of a unique infill opportunity in the center of campus.

It became clear that the 2005 strategic plan needed to be revisited, so the plan was updated in 2013<sup>2</sup> to reflect the university’s then-stated enrollment goal of 28,000 students. The consultants updated the financial model and evaluated a number of new housing sites. The study identified a site in Athletic Valley as the preferred location for the next major residence hall. Adohi Hall opened in Fall 2019 with 708 beds, and is the newest residence hall on campus.

Since that time, university administration has set a new enrollment goal of 34,000 students. So even as the campus has steadily added more housing, student demand continues to outpace available space. At this time, the university struggles to house just the freshmen class. The private market has stepped in to create a new generation of urban apartments near the campus with a range of high-end amenities. Many are within walking distance, while the rest are served by Razorback Transit or private shuttles. And new city-wide micromobility options like electric bikes and scooters have changed the perception of travel time and the borders of campus. These private apartments have become an integral part of the student life experience for many upperclassmen.

### Purpose.

This study will help guide the university as it positions its student life offerings to address growing demand, to respond to student perceptions and expectations, and to improve campus life. The selected team will help the university develop a sustainable approach to providing additional housing that may

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<sup>1</sup> The 2006 University Housing Strategic Plan is available here:  
[https://planning.uark.edu/campus\\_planning/content/housingplan.pdf](https://planning.uark.edu/campus_planning/content/housingplan.pdf)  
<sup>2</sup> The 2013 University Housing Master Plan Update is available here:  
[https://planning.uark.edu/campus\\_planning/content/housingplan\\_update.pdf](https://planning.uark.edu/campus_planning/content/housingplan_update.pdf)

include a range of housing types, on and off-campus locations, and financial arrangements. The study is intended to be relatively brief and targeted, and will result in a recommendation for the next housing project(s).

### Baseline data.

The team will document and catalogue the university's existing housing system to create a comprehensive and accurate understanding of current housing operations. This will include building condition, room types and sizes, amenities, student perceptions of current housing offerings, room and board rates, current financing obligations, etc. The team will also collect and distill relevant institutional data such as past enrollment trends, comparison with peer universities, etc. Some of this information may be readily available and simply need to be verified or organized, while some may require further investigation or survey work.

### Market analysis.

The team will conduct a market analysis for student housing in Fayetteville. The analysis should consider future enrollment and demographic trends, how the private market is providing student housing, regional population growth and its effect on rental costs, Fayetteville's rapid urbanization, and any other relevant metric that will create a holistic picture of how the university's on-campus housing fits within a larger network of housing supply and student life amenities in the city and region. In particular, demand for university-provided upperclassmen housing should be tested since the current system only accommodates freshmen.

### Scenarios.

Based on the findings of the market analysis, the team will study a limited series of physical and financial scenarios that compare developing housing capacity via the publicly-funded residence hall model, public-private partnerships, and master leasing agreements. Options should look at a range of room types, amenities, location, construction types, and their resulting construction and management costs. Each site should be carefully studied to present realistic building arrangements, massing, and site design, so it's important that the teams have architectural and urban design expertise with a record of design excellence. Every buildable site within the Central Campus has already been identified, so the team will work with FM Planning and Design to ensure that on-campus scenarios work within the campus master plan.

### Financial model.

After the scenarios have been evaluated by university administrators, the team will create a final financial model that will enable the university to begin implementation of the preferred scenario(s).

## PROJECT TEAM

Because the study is envisioned as comprehensively addressing quantitative and qualitative aspects of the campus's residential experience, the project team should include consultants relevant to both. The selected consultants will work with a project committee that includes University Administration, University Housing, Facilities Management, and other campus stakeholders as needed.

Further description of project deliverables will be given in the Proposal phase.

*Please note that while the study may propose a range of possible capital improvements, any projects that result from study recommendations will be considered as separate from the study and be subject to their own selection process for professional design consultants per University of Arkansas Board of Trustees requirements.*

## ANTICIPATED PROJECT SCHEDULE

<i>Request for Qualifications (RFQ) issued</i>	<i>April 26</i>
<i>Statement of Qualifications (SOQ) due</i>	<i>May 16</i>
<i>interviews of shortlisted firms</i>	<i>June 5</i>
<i>Request for Proposals (RFP) issued</i>	<i>June 7</i>
<i>Proposals due</i>	<i>June 27</i>
<i>selection announced</i>	<i>early July 2023</i>
<i>contract negotiations</i>	<i>July—August 2023</i>
<i>study starts</i>	<i>late-August 2023</i>

## SUBMISSION

**The deadline for Part One: Qualifications is 1:00pm local time on Tuesday, May 16, 2023.**

All respondents will be notified of the results by EMAIL, so please provide accurate contact information.

**Address ten (10) copies of responses to:**

Todd Furgason, Senior Campus Planner  
University of Arkansas  
Facilities Management Planning and Design  
521 S. Razorback Road, FAMA C-100  
Fayetteville, AR 72701

## Format requirements:

Printed responses should be no larger than 8.5in x 11in, limited to **50 sheets maximum (100 pages)**, fully recyclable (i.e. no plastic covers, plastic tabs, etc.) and bound with glue, staples, or thread (i.e. perfect

bound, saddle stitching, etc.). No metal or plastic coils allowed. No loose pages. **Responses that do not meet these requirements will be disqualified.**

Please send a digital copy of the response via email to [toddf@uark.edu](mailto:toddf@uark.edu) in addition to the printed booklets.

*To avoid potential conflicts of interest, respondents should not communicate with university faculty or staff about this project. This document provides the relevant information for assembling a Statement of Qualifications. If you have questions about the selection process or the project scope, you can send them via email to [toddf@uark.edu](mailto:toddf@uark.edu).*

### **Content requirements:**

Include the information below and organize it in an easily accessible manner. You do not need to divide the response into chapters exactly matching the descriptions below. **Responses that do not include the required licensure information will be disqualified.**

1. Proof of licensure or eligibility:

*Architects:* All firms shall be licensed, or eligible for licensure, in the State of Arkansas. Eligible firms not currently licensed in Arkansas must send a letter to the Arkansas State Board of Architects (501-682-3171/501-682-3172 fax) stating their intent to respond to an RFQ issued by the University of Arkansas. Please include project name, submittal date, and proof of valid NCARB certification in the letter. Consulting and joint venture firms are also required to be licensed by the Arkansas State Board of Architects. Notification to the State Board must be made PRIOR to responding to this solicitation, and **A COPY OF EITHER A VALID ARKANSAS LICENSE OR THE LETTER OF INTENT TO THE STATE BOARD DESCRIBED ABOVE FOR ALL TEAM MEMBER FIRMS MUST BE INCLUDED WITH THE RESPONSE.** The final selected firm(s) will have 30 days to make application for corporate licensure after they are awarded the contract.

*Landscape Architects:* All firms shall be **currently** licensed by the Arkansas State Board of Architects, Landscape Architects, and Interior Designers. **A COPY OF A VALID ARKANSAS LICENSE MUST BE INCLUDED WITH THE SUBMITTAL.**

2. Organizational chart for design team and all consultants
3. **Specific project experience** (within the past five years) with university residence halls and associated student life facilities
4. **Specific project experience** (within the past five years) with housing market analysis, financial modeling, and cost projections
5. **Specific project experience** (within the past five years) with campus and urban design
6. Current office size, personnel description, and workload
7. Experience constructing projects under nationally-recognized sustainable rating systems

8. Proof of current professional liability insurance coverage (\$1,000,000 minimum required)
9. List of projects currently under contract with state agencies or educational facilities
10. Statement of diversity in the workforce, if applicable
11. Certificate of women-owned or minority-owned business, if applicable

**PROFESSIONAL SERVICES REQUIRED**

SPACE INVENTORY AND ANALYSIS, BENCHMARKING, DEMOGRAPHIC ANALYSIS, MARKET ANALYSIS, FINANCIAL PLANNING, FEASIBILITY ASSESSMENTS, GRAPHIC PRESENTATION, SITE PLANNING, CONCEPTUAL DESIGN, COST EVALUATION.