

Request for Expressions of Interest (REI)

JFK Plaza / LOVE Park

**Fairmount Park Welcome Center
Food & Beverage Operation**

FAIRMOUNT PARK

CONSERVANCY

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I. Introduction and purpose of the REI

With this Request for Expressions of Interest (REI), the Fairmount Park Conservancy (FPC) requests an expression of your company's interest in developing and operating a new food and beverage venture in the Fairmount Park Welcome Center in JFK Plaza/LOVE Park, located on the northeast corner of 16th Street and JFK Boulevard in Center City Philadelphia. FPC also requests information regarding your company, your capacity for managing the new operation and the concept you would propose for the Welcome Center. This information will be gathered from different companies and used to evaluate which companies will be invited to respond to a more detailed Request For Proposal (RFP). More information about this project and the Fairmount Park Conservancy can be found in Section IV, beginning on page 5.

II. Scope

Specific information is requested according to the form in Section VII.

III. REI procedure

To answer this REI please complete the REI Response Form in Section VII. The contact person listed below is available for assistance in case that is needed.

- A. How to deliver responses** – Proposals responding to this REI should be sent via email to emoselle@myphillypark.org by 9/21/15.
- B. Project Briefing** – There will be a briefing on the project, followed by a short Q&A session and site tour for prospective food and beverage operators on Wednesday, **September 2, 2015 at 1 P.M.** The briefing will be at **Municipal Services Building (1401 John F. Kennedy Blvd., Philadelphia 19102)** on the **16th floor** in **Room B.**
- C. Questions** – Questions regarding this REI should be asked at the Project Briefing or submitted in writing to emoselle@myphillypark.org by 9/11/15. All questions received by the 9/11 deadline, along with responses from the Conservancy, will be posted as a written addendum to this REI no later than 9/15/15 at <http://myphillypark.org/who-we-are/opportunities/>. Questions received after 9/11 will not be answered.
- D. Contacts** - For questions regarding this REI, you may contact:
Elizabeth Moselle, Park Business & Amenity Development
Fairmount Park Conservancy
emoselle@myphillypark.org
- D. Timeframe** – The timeframe for this REI is:
 - 8/26/15 REI is posted
 - 9/2/15 Project briefing for prospective applicants
 - 9/11/15 Last date for questions regarding this REI
 - 9/15/15 Questions and Answers posted
 - 9/21/15 Deadline for submissions in response to this REI
 - 10/5/15 Results from the evaluation of all submissions will be delivered via e-mail to each respective company from Fairmount Park Conservancy no later than two weeks after the deadline for submissions.

IV. Background

The following information is intended to provide potential respondents with contextual information about this opportunity.

- A. The Fairmount Park Conservancy** – Fairmount Park Conservancy (FPC) works as a collaborative partner to lead and support efforts which preserve and improve the Fairmount Park System in order to enhance the quality of life and stimulate economic development of the Greater Philadelphia Region. FPC exists to champion all of the parks in Philadelphia. These efforts include capital projects, neighborhood park stewardship and programs throughout the 10,200 acres that include Fairmount Park and over 100 neighborhood parks located throughout the city. We are passionate in our belief that park spaces provide residents of Philadelphia with the opportunity to gather, rejuvenate, play, exercise and explore.

FPC is partnering with Philadelphia Parks & Recreation (PPR) on the exciting redesign and renovation of JFK Plaza/LOVE Park and the Fairmount Park Welcome Center. FPC is pursuing the master lease of the Fairmount Park Welcome Center from the City of Philadelphia and will manage the process to secure a food and beverage operator at the site.

- B. JFK Plaza/LOVE Park Improvements** - In the spring of 2016, the City of Philadelphia, in partnership with InterPark, LLC, will undertake a full renovation of John F. Kennedy Plaza, more commonly referred to as LOVE Park, which sits above an underground parking garage. Necessary repairs to the garage have provided a unique opportunity to redesign this significant public space located between City Hall and the Benjamin Franklin Parkway. Renovation of the existing Fairmount Park Welcome Center, located in the southwest corner of the Park, is included in the project.

The overall goal of the project is to create a space that is bold and innovative, yet inviting and welcoming to residents, nearby workers and tourists alike. The redesigned Park will create a safe and vibrant place for gathering and enjoyment. Furthermore, it will serve as the beginning of a sequence of high quality public spaces along the Parkway, terminating at the Philadelphia Museum of Art. The improvements will also increase safety and accessibility for both the garage and the Park.

In 2014, the City and InterPark hired a design team led by the landscape architecture firm Hargreaves Associates to complete a high-quality, sustainable redesign of the Park and all Garage elements which are visible in the Park (i.e; stairs and elevators, headhouses and exhaust systems). Throughout the fall of 2014 and spring of 2015, the Hargreaves team conducted an extensive study of the Park, examining everything from its underlying infrastructure to traffic and sun exposure and developed conceptual design plans for the Park. The design team, in partnership with the City and FPC, held a series of community meetings throughout the conceptual design process to seek input and feedback. In early

May 2015, the project team secured Philadelphia Art Commission conceptual approval of the design, included in this REI as *Appendix 1*.

The project team will seek final design approval in October 2015. Construction documentation is expected to be complete by the end of 2015, and the project will be bid in the winter of 2015/16. Construction will begin in spring 2016 and be complete by spring 2017.

In addition to the improved physical aspects included in the redesigned park (*shown in Appendix 1*), the new JFK Plaza/LOVE Park will also feature new activities, programs and amenities. In addition to lunch-time food truck operations, concerts and special events, the Fairmount Park Welcome Center building will contain a visitor's center and a new food and beverage operation, detailed in the next section.

V. The Welcome Center: Improvements, Operations and Opportunities

As part of the multi-million dollar reconstruction of JFK Plaza/LOVE Park, the Welcome Center will be completely renovated, including all new exterior glass, roof, interior finishes, lighting, security and mechanical systems. The renovated building will house a new food and beverage operation with interior seating for 50-55 people and additional outdoor seating for 100-150 on the balcony and surrounding park plaza. The new business will serve lunch and dinner. Architects for the building renovation are Kieran Timberlake as subconsultants to Hargreaves Associates. Revenue collected by Fairmount Park Conservancy from the food and beverage operator will help to fund Park and building maintenance. *See Appendix 2 for visual renderings and further details.*

In addition to the food and beverage operation, the building will continue to house a small visitor information area on the main floor, to be managed by the Independence Visitors' Center as they have done in the Center since 2010. There is also an opportunity for the food and beverage operator to run a small retail business complementing the visitor information area if desired. A small office for park operations/security will be located on the main level. Bathrooms on this level will be available for patrons of the food and beverage operation as well as visitors to the Center.

On the ground floor, the building will feature public restrooms accessible from the Park. This level will also house building mechanicals, trash facilities for the entire building operation and space for some of the necessary park operations/storage. There will also be space on this level available to the food and beverage operator for cold and dry storage, prep or other identified needs. *See Appendix 2 for proposed floorplans.*

Once selected, the food and beverage operator will work with architects from Kieran Timberlake to customize and finalize plans for the building. Architectural services and construction/installation of the following items will be paid for by the City: base building improvements; building mechanicals; public restrooms; PPR maintenance/storage/office space; visitor information; exterior renovations. Funding for additional design services specific to the food and beverage operation, restaurant equipment, furnishings and other items related to the commercial fit-out and operation of the food and beverage venture will be the responsibility of the selected operator.

The construction for the Welcome Center building will be bid separately from the reconstruction of the Park but is envisioned to occur simultaneously, with construction beginning in spring 2016 and concluding in spring 2017.

Additional Note: The Welcome Center is slated to house a unique light-based art installation on its ceiling. The installation will be funded as part of the Park and Welcome Center project through Philadelphia's Percent for Art program, which mandates that capital projects in the City set aside 1% of the total project budget for art. The artist/concept was selected by the City through a competitive process. The artist will work with the food and beverage operator and the project architects as they refine their concept/designs based on the business' needs, interior decor plans, and the overall building design. *Information on the selected art work is included in Appendix 3.*

VI. Requirements, Qualifications and Selection Criteria

Respondents must have a minimum of five years experience operating one or more successful food and beverage venues. FPC is particularly interested in receiving proposals from individuals or companies whose venues offer settings and menus widely recognized to be more creative and of higher quality than an average city venue.

Respondents must complete and submit the REI Reponse Form (*see section VII*) according to the format and directions. Respondents may also include any additional supporting documents if desired. FPC, in partnership with PPR, will evaluate each respondent's submission and select those that best meet the desired criteria. The selected respondents will be invited to respond to a full Request for Proposal (RFP) to operate a food and beverage venture at the Welcome Center in JFK Plaza/LOVE Park.

FPC's criteria for selecting respondents for this opportunity include, but are not limited to, the factors listed below.

1. Experience operating a successful restaurant(s) and/or food service business.
2. Experience obtaining liquor licenses from the PLCB for the sale of alcoholic beverages.
3. Concept is uniquely suited to the location and reflects an understanding of the area market/prospective customer base.
4. Concept will complement the visitor information operation in the building.
5. Concept feasibility (i.e; does it have a high likelihood of success?)
6. A commitment to quality, including ingredients, presentation, variety and service.
7. Environmental sustainability – A commitment to use local products when possible and/or adopt some level of eco-friendly and waste reduction practices.
8. Retail experience (if respondent is interested in operating a retail component).
9. Addresses each point laid out in the REI Response Form.
10. Willingness to achieve participation by woman, minority or disabled owned businesses/individuals in the fit-out and operation of the business.

VII. REI Response Form

Please respond to the points of interest and questions listed below. The completed response form, together with the requested attachments, will constitute your Expression of Interest. All Expression of Interest documents should be submitted in PDF format and become the sole property of the Fairmount Park Conservancy.

Section 1: Respondent Information

Company Name:

Owner/Applicant Name:

Street Address:

City, State, Zip:

Business Phone #:

Cell Phone #:

E-mail:

Website, Facebook, Twitter, or other social media site or tool:

Section 2: Company Profile & Experience

- A. Business(es):** Please provide a listing of businesses owned and/or operated, the dates of operation, the location and a brief description of each business. Please indicate whether each business currently owned has a liquor license from the PLCB.
- B. Menus:** Please attach menus from a sampling of the above-listed businesses that you feel best represent the range of your company's cuisine and offerings.
- C. Team Members:** Please identify the key partners and staff with a 1-2 sentence description of their role in your operation.
- D. Background:** Please tell us a bit more about yourself and any partners in the company. Please provide information on background and experience. Feel free to attach resumes or bios if preferred.
- E. Sustainability:** Do you locally source any food products, beverages or supplies used in your daily operation? Has your company adopted any eco-friendly waste-reduction or broader sustainability practices into daily operations? If you answered yes to either of these questions, please provide a description of the local products or practices you employ.

Section 3: Proposed Operation

What do you envision for the food and beverage operation at the Welcome Center in JFK Plaza/Love Park? Please briefly describe your concept (*500 words or less*).

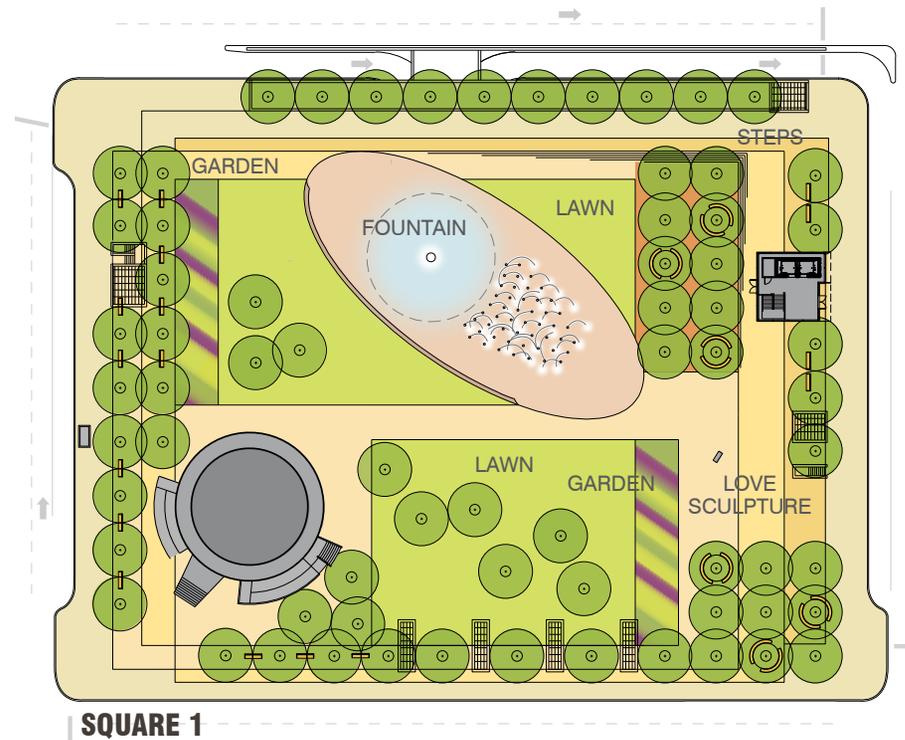
What sort of food and beverages will you serve? What would average price points be for each category of menu offering? Will you operate as a quick service establishment, provide table service, or employ both options? What would your weekly operating schedule look like? How will sharing space with other public-facing operations, such as the visitor information area, impact your business?

Would you be interested in operating a small retail presence at the Welcome Center? If so, what sorts of items would you sell? How would the retail component integrate into the larger operation?

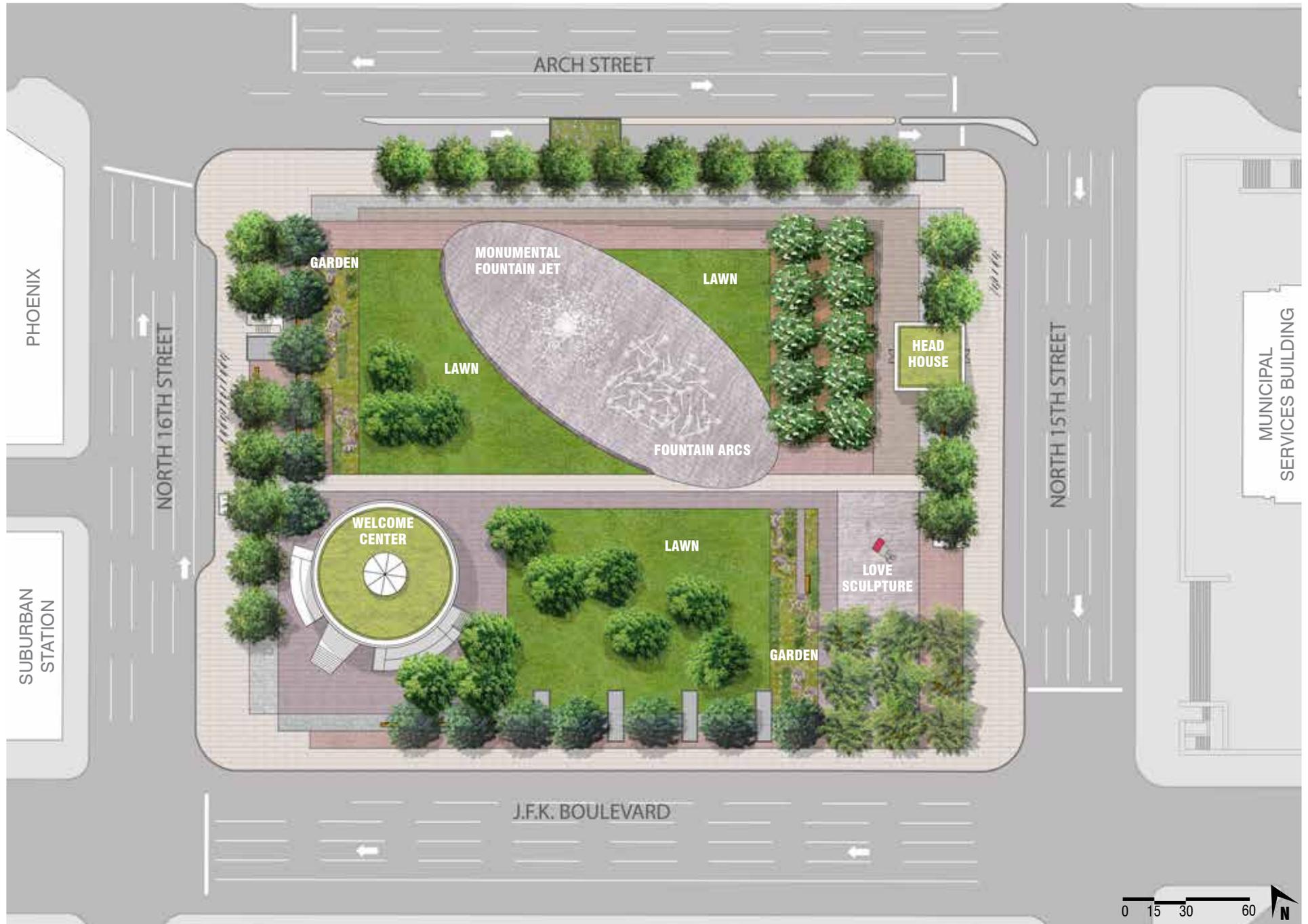
Optional: If you would like to include any attachments that will help to illustrate your proposed concept further, please feel free to do so.

CONCEPTUAL PARK DIAGRAM

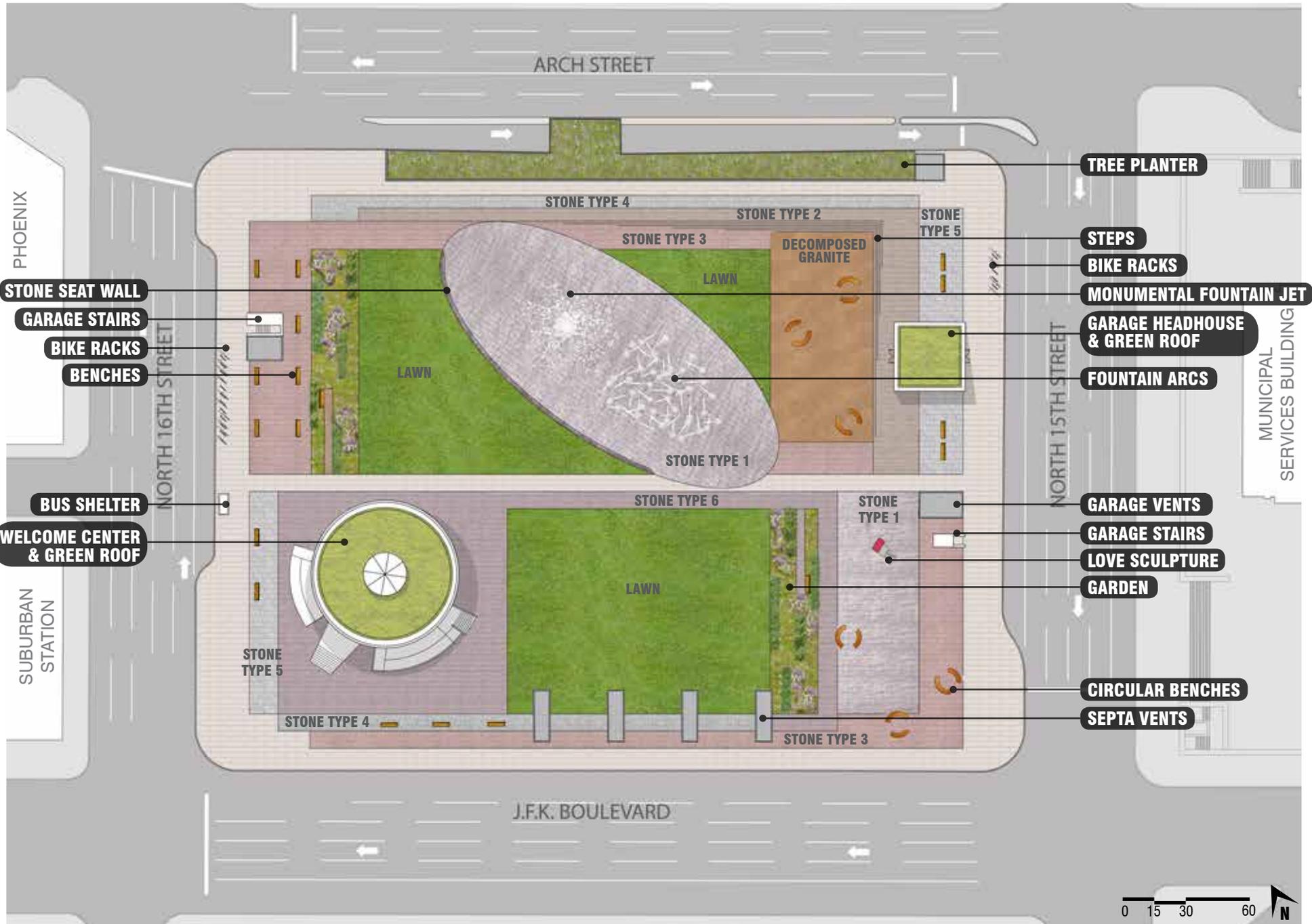
- DIAGONAL VIEWS
- DIAGONAL CIRCULATION
- MAXIMIZES GREEN & HIGHLIGHTS GARDENS
- MONUMENTAL FOUNTAIN JET
- ACCOMMODATES EAST/WEST MOVEMENT
- RETAINS & INTEGRATES WELCOME CENTER



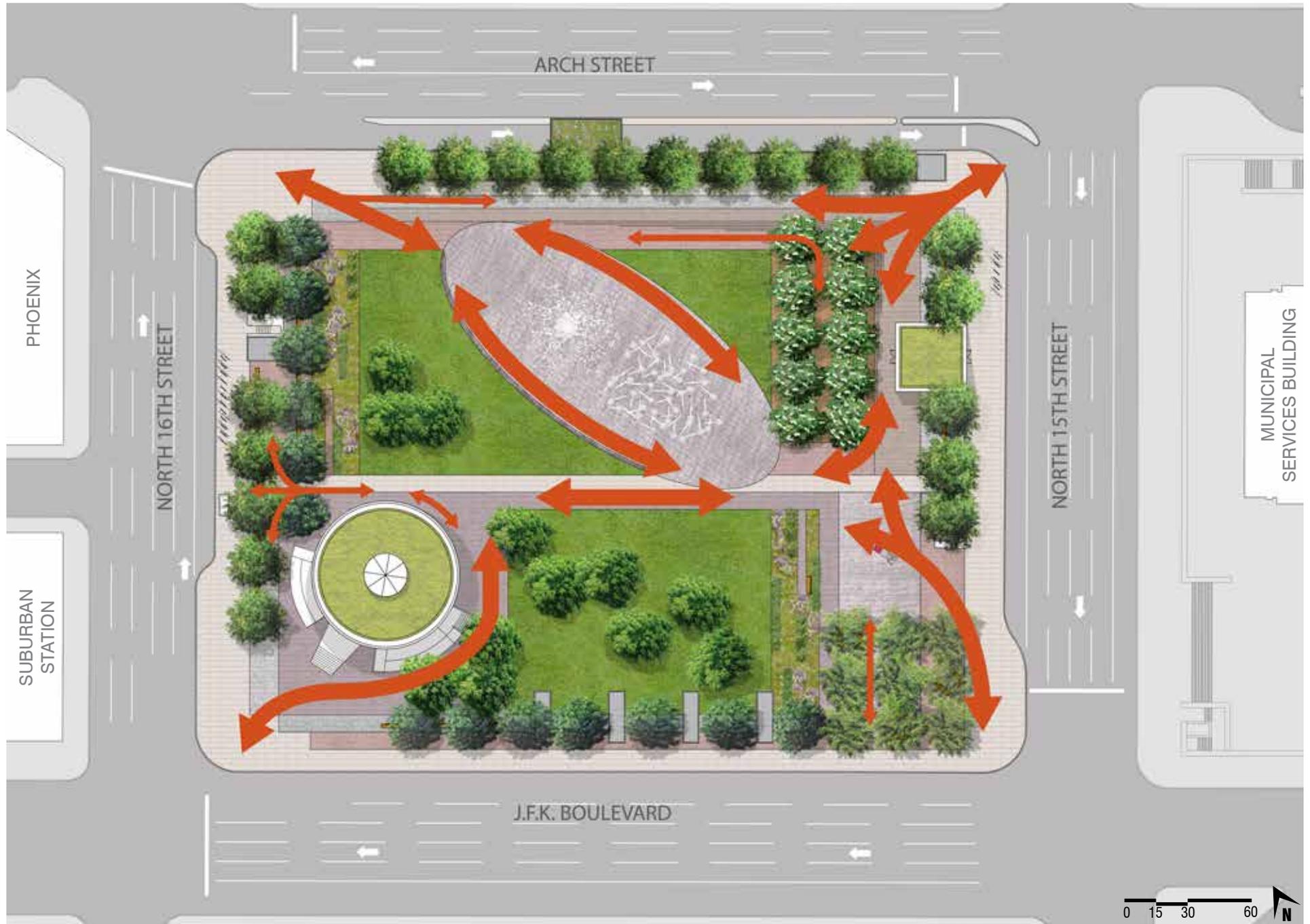
JFK PLAZA/LOVE PARK CONCEPTUAL PLAN



JFK PLAZA/LOVE PARK CONCEPTUAL PLAN



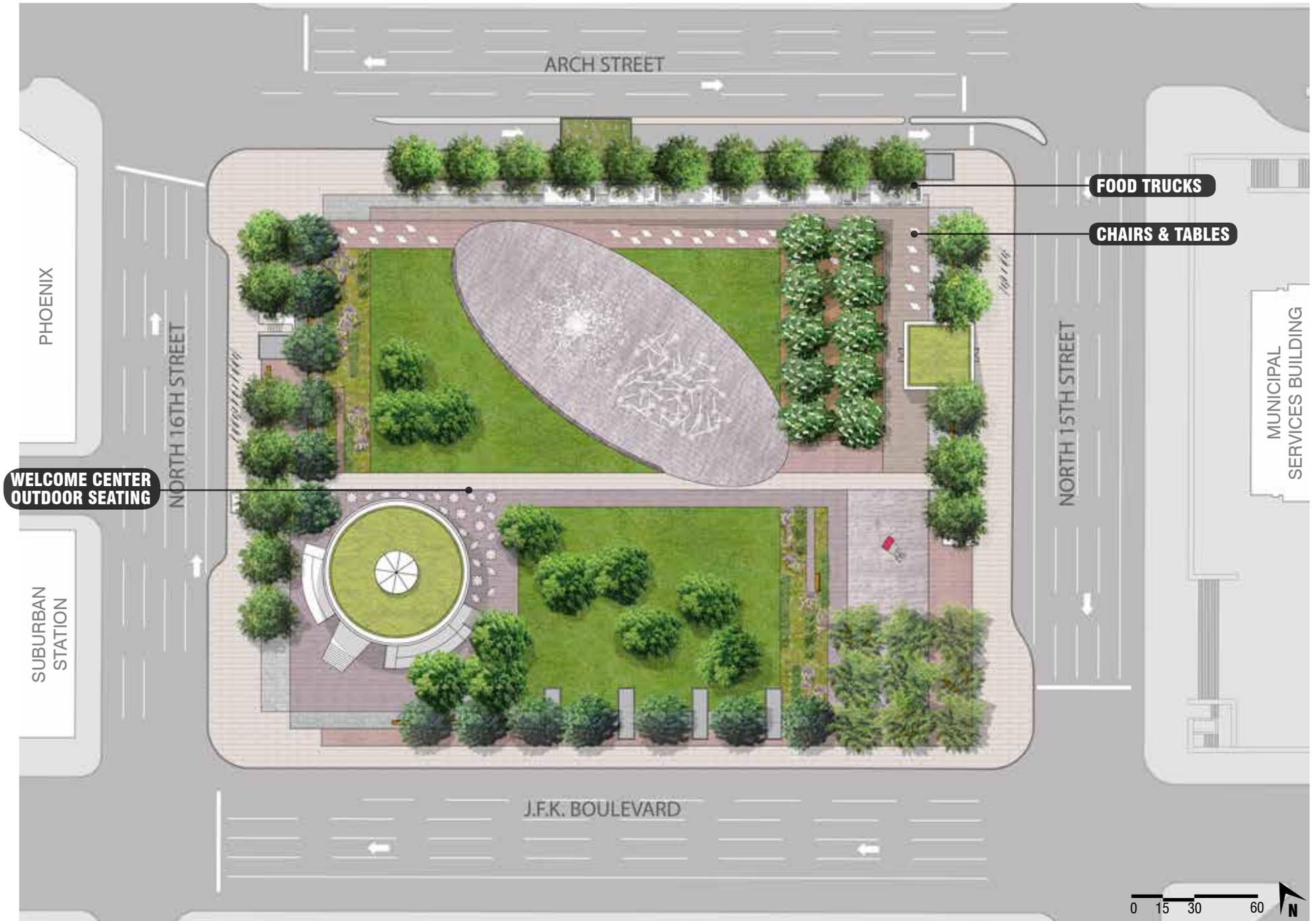
CIRCULATION PLAN



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON / PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

FOOD TRUCKS & WELCOME CENTER FOOD AND BEVERAGE



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON / PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

VIEW TOWARD PARKWAY



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON / PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

VIEW TOWARD CITY HALL



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON / PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

VIEW TOWARD PARKWAY



JFK PLAZA / LOVE PARK

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VIEW TOWARD CITY HALL



JFK PLAZA / LOVE PARK

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VIEW FROM WELCOME CENTER BALCONY



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON / PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

WELCOME CENTER VIEW FROM SOUTHWEST



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON /
PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

WELCOME CENTER VIEW FROM NORTHWEST



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON /
PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

WELCOME CENTER VIEW FROM SOUTHWEST



JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERCIAL AQUATIC / JENKINS & HUNTINGTON / PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

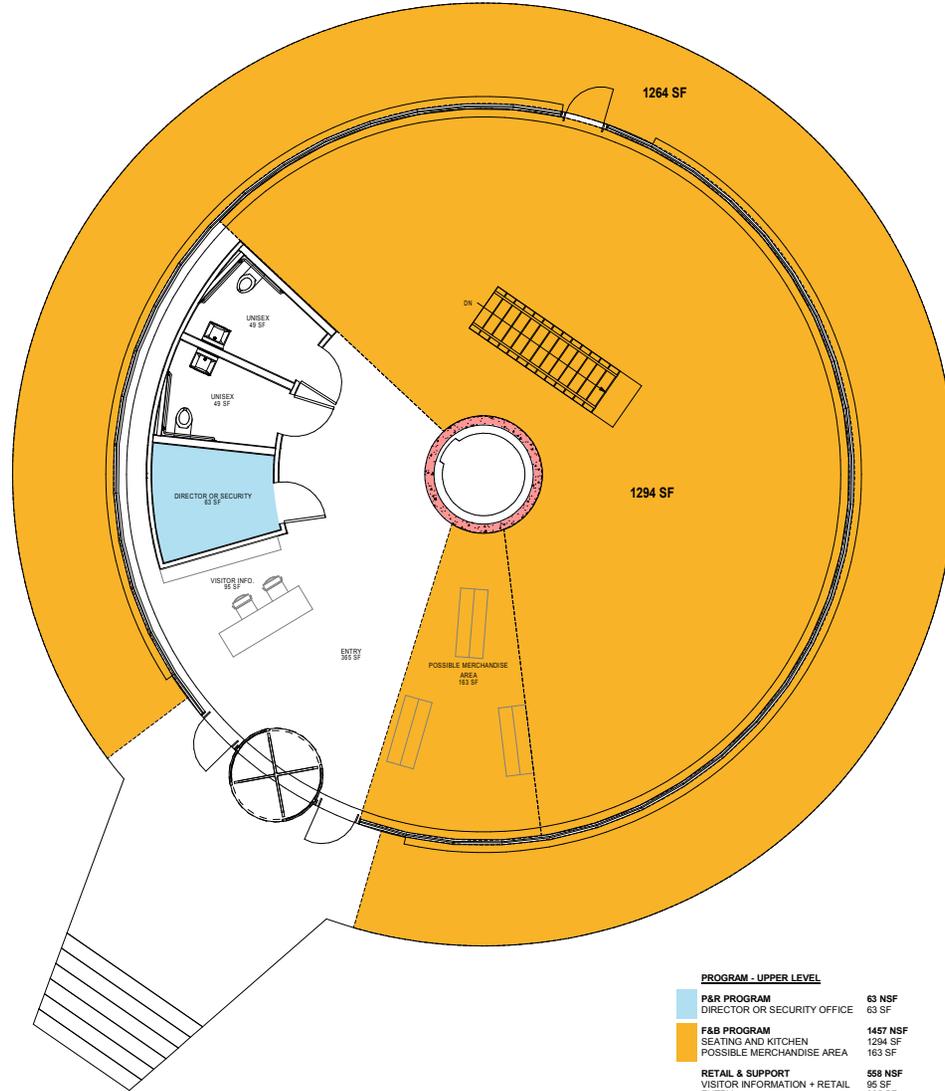
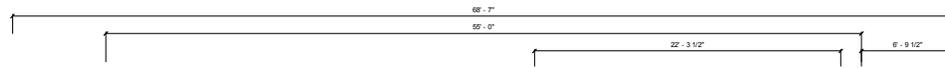
WELCOME CENTER VIEW FROM NORTHWEST



JFK PLAZA / LOVE PARK

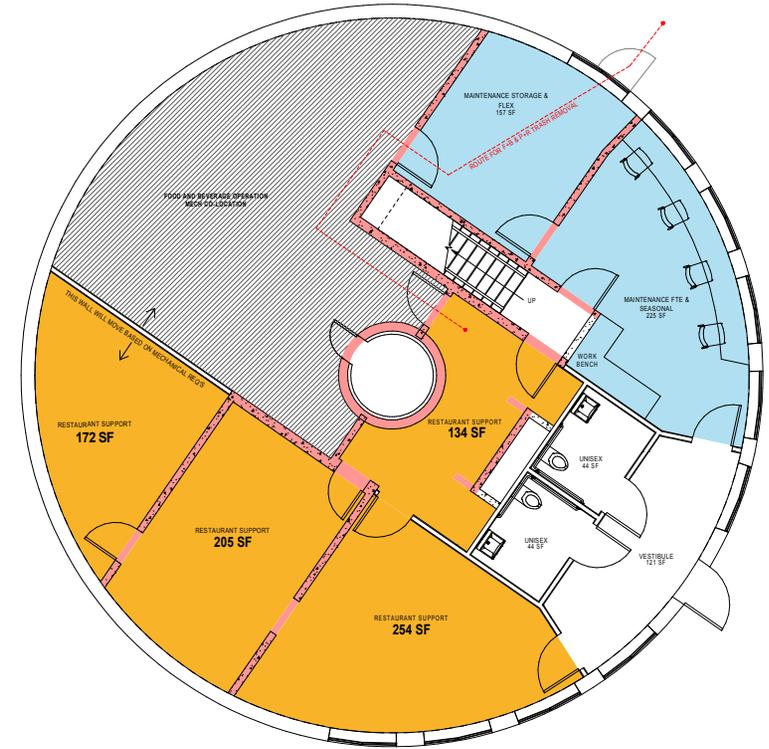
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WELCOME CENTER PROPOSED LAYOUT



PROGRAM - UPPER LEVEL	
P&R PROGRAM	63 NSF
DIRECTOR OR SECURITY OFFICE	63 SF
F&B PROGRAM	1457 NSF
SEATING AND KITCHEN	1294 SF
POSSIBLE MERCHANDISE AREA	163 SF
RETAIL & SUPPORT	558 NSF
VISITOR INFORMATION + RETAIL	96 SF
ENTRY	36 SF
UNISEX TOILET ROOM	49 SF
UNISEX TOILET ROOM	49 SF
TOTAL	2078 NSF
ADDITIONAL BALCONY SEATING	1264 NSF
TOTAL	2290 NSF

WELCOME CENTER - UPPER LEVEL FLOOR PLAN



PROGRAM - LOWER LEVEL	
P&R PROGRAM	382 NSF
MAINTENANCE FTE & SEASONAL	225 SF
MAINTENANCE STORAGE & FLEX	157 SF
F&B PROGRAM	765 NSF
RESTAURANT SUPPORT	254 SF
RESTAURANT SUPPORT	205 SF
RESTAURANT SUPPORT	134 SF
RESTAURANT SUPPORT	172 SF
SUPPORT	746 NSF
VESTIBULE	121 SF
UNISEX TOILET ROOM	44 SF
UNISEX TOILET ROOM	44 SF
MECHANICAL	537 SF
TOTAL	1893 NSF
TOTAL	2290 NSF

WELCOME CENTER - LOWER LEVEL FLOOR PLAN

PROGRAM - TOTALS	
P&R PROGRAM	445 NSF
LEVEL 2	63 SF
LEVEL 1	382 SF
F&B PROGRAM	2222 NSF
LEVEL 2	1457 SF
LEVEL 1	765 SF
SUPPORT	1304 NSF
LEVEL 2	558 SF
LEVEL 1	746 SF
TOTAL	3971 NSF
TOTAL	4580 NSF

INTERIOR CIP CONCRETE STRUCTURAL WALL



Percent for Art Commission at JFL Plaza/LOVE Park

The City of Philadelphia will commission the artist-team of Laura Haddad and Tom Drugan to create *Chromoscope*, a site-specific project that will serve as the ceiling of the Welcome Center. The artwork will consist of patterns inspired by the iconic *LOVE* sculpture by Robert Indiana. The artwork will utilize a specialized lighting technology, which will illuminate different parts of the mural; giving us four potential iterations. In daytime, all the colors will be present and at night, red, green, and blue lighting will illuminate only their respective colors. While the exact patterning for this commission is being finalized, it will be based on the theme of “park love,” with elements such as red hearts and blue sky as a focus. In addition to paying homage to the *LOVE* sculpture, this piece enhances the original goal of the Welcome Center to be lantern-like, illuminating and giving the building a significant night-time presence. Please note that presently the project is pending Art Commission approval and is not yet public information at this time.

