



*City of Alexandria Planning and Economic Development*

**PLAN OF ACTION FOR COOPERATIVE DEVELOPMENT**

**REQUEST FOR QUALIFICATIONS FOR PURPOSES OF PUBLIC  
PARTNERING - R.I.V.E.R. ACT**



**RFQ - Professional Narratives and Qualifications Proposal**

**RIVERFRONT IMPROVEMENTS AND  
RECREATION SUPPORT  
IN THE DOWNTOWN**

**RADD**

**RIVERFRONT ALEXANDRIA DESIGN DEVELOP TEAM**



Due: Friday, 29 May 2015, 4:30 PM CST

## TABLE OF CONTENTS

Heading	Page
<b>1. TITLE PAGE</b>	
Plan of Action for Riverfront Improvements and Recreation Support in Downtown .....	3
Riverfront Alexandria Design Develop Team – Partners and Consultants .....	3
<b>2. LETTER OF TRANSMITTAL</b>	
RADD Transmittal Letter - Submittal for RFQ - Professional Narratives and Qualifications .....	4
Attachment B – RADD Letter of Intent – Update.....	5
Attachment C – RADD Notice of Intent to Submit Proposal and Financial Information.....	6
<b>3. FULL NARRATIVE DETAILING ATTRIBUTES AND FEASIBILITY</b>	
A. Riverfront Design Features and Programmed Activity Uses.....	7-10
B. SMG as an Event Programming and Management Company .....	11
C. Mixed-Use Facility .....	12
D. Structured Parking   Transportation Network   Streetscapes.....	13
E. Streetscapes   Town Greens   Gateway Portal.....	15-18
Design Feature Summary List.....	19-20
Design Feature Plan I.....	21
Design Feature Plan II.....	22
Activity Graphics .....	23-25
<b>4. DISCLOSURE STATEMENT</b>	
A Disclosure Statement was submitted as a separate document under its own cover, apart from this Submittal	
<b>5. PROFESSIONAL QUALIFICATIONS</b>	
A. Experience or Uniqueness.....	26-34
B. Project Manager Leadership.....	35
C. Key Project Staff and Sub-consultants .....	36
D. Project Methodology and Approach.....	41

## 1. TITLE PAGE

### Plan of Action for Riverfront Improvements and Recreation Support in the Downtown

#### Riverfront Alexandria - Design | Develop [RADD] Partners and Consultants

**Michael Jenkins, Developer**

201 Johnston Street, Alexandria, LA 71301 (318) 443-9879

m@michaeljenkins.net

Property Owner: Multiple Downtown Buildings and Parking Sites including the existing two story structure formerly known as the Alexandria Town Talk Press Building at 1141 Second Street. Ownership listed as Riverside Hospitality, LLC.

**Oday Lavergne, Developer**

P.O. Box 304, Alexandria, LA 71309 (318) 729-6200

olavergne@leegateway.net

Property Owner: Multiple Downtown building sites comprising approximately 6 + blocks with approximately 7 acres. Ownership listed as LEE Gateway Development.

**Sam Voisin, Regional General Manager, SMG**

Design & Operations of Live Entertainment Venues, Event Programming and Facilities Management  
400 Caddo Street, Shreveport, LA 71101 (318) 841-4201

svoisin@shreveportcenter.com

**Jeffrey Carbo, Principal**

Site Planner, Landscape Architect, Project Manager

Jeffrey Carbo Landscape Architects

207 Ansley Boulevard, Alexandria, LA 71301 (318) 442-6576

jcarbo@jeffreycarbo.com

**Jay Lynch, AIA, Principal**

Architect, Designer, Project Manager

Barron Heinberg & Brocato Architects and Engineers

1015 Wisteria Street, Alexandria, LA 71301 (318) 443-7291

jaylynch@bhbarbarch.com

**Bob Bekoff, Principal**

Bob Bekoff Consulting, Land and Water Based Transportation Consultant

11120 Red Hawk Street, Plantation, Florida 33324 (954) 471-7538

bobbekoff@gmail.com

**Kerry LaBauve, P.E. Marine Consultant**

**Robert Hughs, P.E. Civil Consultant**

Meyer, Meyer, LaCroix and Hixson Consulting Engineers

100 Engineer Place, Alexandria, LA 71303 (318) 448-0888

Kerry.labauve@mmlh.com

**David O. Walker, Jr Development Advisor**

8613 Magnolia Bay Lane

Miramar Beach, FL 32550

(318) 308-7370

davidoshee@gmail.com

**2. LETTER OF TRANSMITTAL** *[Scope of Work, Response Commitment, Representatives]*

**RIVERFRONT ALEXANDRIA DESIGN DEVELOP TEAM**

**RADD**

May 25, 2015

Mr. Jonathan Bolen  
Special Assistant to the Mayor  
Chief Resilience Officer (CRO)  
City of Alexandria  
P.O. Box 71  
Alexandria, LA 71301

Re: R.I.V.E.R. ACT – Plan of Action for Riverfront Improvements and  
Recreation Support in the Downtown  
RADD Submittal: Request for Qualifications

Dear Mr. Bolen,

On behalf of the Riverfront Alexandria Design Develop Team [RADD], we are pleased to submit our Qualifications Proposal with Design Narratives and Concept Plan along with other requested information.

The RADD Team was assembled with local participation by Land Owners, Architects, Site Planners, and Developers. Included are advisory Specialist with broad knowledge and experience which will complement our local team. This Team is uniquely qualified to provide expertise and services for design and development of the proposals outlined in this submittal.

As an Alexandria based Design Develop Team, we are familiar with many of the sites in the Downtown area, the uniqueness of the Riverfront, as well as the efforts by the Administration to foster planned and thoughtful Downtown Revitalization.

The Scope of Work as well as the guidance and reference materials provided in the RFI | RFP were reviewed by our Team. We have an understanding of the overall desired scope of work and goals of the project. Our Team is committed to providing excellent work, service and support to your office and the Administration as this important project moves forward. Attachment C is included and outlines our intention for providing appropriate financial, economic and market information.

After reviewing our submittal please provide any comments or questions.

Sincerely,

\_\_\_\_\_  
Jay Lynch, AIA, Principal

Barron Heinberg & Brocato  
Architects and Engineers  
1015 Wisteria Street  
Alexandria, LA 71301

\_\_\_\_\_  
Oday Lavergne, Owner

Lee Gateway Development, LLC  
1305 Texas Avenue  
Alexandria, LA 71301

**2. LETTER OF TRANSMITTAL** [Updated LOI Attachment B]

**ATTACHMENT B  
NOTICE OF INTENT TO RESPOND  
CITY OF ALEXANDRIA, LOUISIANA  
February 2015 REQUESTS FOR INFORMATION  
R.I.V.E.R. ACT**

Riverfront Alexandria Design Develop [RADD] Team see attached information and questions (Individual or Company) received the Alexandria Request for Qualifications for information, interest or qualifications relative to the R.I.V.E.R. Act.

We anticipate submitting a proposal that will include:

- Our own detailed plan for downtown or riverfront development;
- Recommending modifications to this RFI and process;
- Suggesting what components should go into future processes; or
- Other (recommendations)

Term of proposal: Terms of this Intent to Propose are to be determined upon further participation into the RFP process outlined by the City, discussions with the City, vetting of Design Develop Proposal Concepts and development of Pro-Formas.

Please indicate whether any of the following apply:

- Present or prior experience; developments; businesses.
- Experience in culture, arts, or downtown and historic revitalization and development.

Proposed Points of Agreement:

Points of Agreement concerning this Intent to Propose are to be determined upon further participation into the RFP process outlined by the City, discussions with the City, vetting of Design Develop Proposal Concepts and development of Pro-Formas

Respondent's Representative:

Name:	<u>Jay Lynch, Architect</u>	<u>Oday Lavergne, Property Owner</u>
Position:	<u>Project Manager</u>	<u>Project Representative</u>
Business Mailing Address:	<u>1015 Wisteria Street, Alexandria, LA 71301</u> <u>1305 Texas Avenue, Alexandria, LA 71301</u>	
Telephone:	<u>Jay Lynch 443-7291</u>	<u>Oday Lavergne 792-6200</u>
Facsimile:	<u>Jay Lynch 487-0678</u>	<u>Oday Lavergne 484-3692</u>
E-mail:	<u>jaylynch@bhbarch.com</u>	<u>olavergne@leegateway.net</u>

Please send completed form to [jonathan.bolen@cityofalex.com](mailto:jonathan.bolen@cityofalex.com)

## 2. LETTER OF TRANSMITTAL [Attachment C]

**ATTACHMENT C  
NOTICE OF INTENT TO RESPOND  
CITY OF ALEXANDRIA, LOUISIANA  
February 2015 REQUESTS FOR INFORMATION  
R.I.V.E.R. ACT**

Riverfront Alexandria Design Develop [RADD] Group see attached for listing of RADD Team Members (Individual or Company) received the Alexandria Request for Qualifications for information, interest or qualifications relative to the R.I.V.E.R. Act.

We anticipate submitting a proposal that will include:

Our own detailed plan for downtown or riverfront development: RADD has made a formal submission concerning its Proposal Response for: "Riverfront Improvements and Recreation Support in Downtown".

Finance Plans Financial, Market and Pro-forma information will be developed for a variety of RADD Design Proposals as additional design progresses and as the track of the RFI|RFP|RFQ process moves forward. RADD seeks Private | Public partnerships concerning a variety of its proposals. Appropriate financial and market information will be shared with the COA at an appropriate time further into the process of project development.

Terms of financing: RADD will provide Terms of Financing at an appropriate time frame when additional design and feasibility studies are completed and as the track of the RFI|RFP|RFQ process moves forward.

Please indicate whether you will provide:

- A financial plan detailing the assumptions used in the recommended development.
- A financial plan that includes donated property for public use, cash toward partnering, or other incentives for the public benefit.
- The assumptions used for operating projections.
- Market research or an agreement to provide such market research.
- Access to your financial institution or bank regarding which you will submit information to be reviewed in confidence regarding your financial capability to fund your project, including detailed financial statements of individual or business financial statements indicating wherewithal to develop and provide any required private contribution or capitalization of a business plan. RADD will provide letters of Credit Worthiness at an appropriate time further into the process of project development and the RFI|RFP|RFQ process.

Answer the following areas with considerations of: transportation usages and logistics; public safety related to transit and parking; parking deficiencies; and coordination with other assets to optimize uses and planning with public assets, green spaces, and private sector community partners and initiatives:

- The total value of proposed stakeholder participation totals in cash value: \$ To Be Determined
- The total value of proposed stakeholder public participation totals in cash value: \$ To Be Determined
- The availability of ancillary site development exists in the following manner: (attach additional pages). Refer to RADD's Proposal describing the potential for ancillary site development.
- The availability of ancillary economic development exists in the following manner: (attach additional pages). Refer to RADD's Proposal describing design features contributing to economic development.
- The availability of other gateway, recreation, and common space exists in the following manner: (attach additional pages). Refer to RADD's Proposal describing the potential for other gateway, recreation and common space development.

Respondent's Representative:

Name:	<u>Jay Lynch, Architect</u>	<u>Oday Lavergne</u>
Position:	<u>Project Manager</u>	<u>Property Owner, Lee Gateway Development</u>
Business Mailing Address:	<u>1015 Wisteria Street, Alexandria, LA 71301</u>	
	<u>1305 Texas Avenue, Alexandria, LA 71301</u>	
Telephone	<u>Jay Lynch: 443-7291</u>	<u>Oday Lavergne: 729-6200</u>
Facsimile: E-mail:	<u>jaylynch@bhbarch.com</u>	<u>olavergne@leegateway.net</u>

Please send completed form to [jonathan.bolen@cityofalex.com](mailto:jonathan.bolen@cityofalex.com)

### 3. FULL NARRATIVE DETAILING ATTRIBUTES AND FEASIBILITY

#### RADD Professional Narrative for Design Features and Programmed Use Areas

The following design narratives provide more detailed descriptions of design features proposed by the RADD Team. The narratives describe a wide variety of proposals for activities, uses, concepts, programs, as well as, proposals for Private | Public Mixed-Use Developments.

Feasibility is addressed with information further defining project requirements, goals and objectives. Project justifications are based upon design solutions to a variety of anticipated functions identified by the RADD Team, requested by the RFI | RFQ and which will be further vetted through the RFI | RFP process.

The RADD Team is committed to innovative and robust public engagement – seeking input from many voices, inviting open and direct dialog, and encouraging participation throughout the programming and design process.

The RADD proposals are significant and robust, requiring additional and detailed program development to meet project goals and objectives, a high level of success, and sustained use.

Financial or economic information in the form of cost estimates, market studies, pro-formas, assumptions and other data will be developed as a part of the RFI | RFP process as more detailed design and engineering is completed for the many design features and proposals presented in this submittal. RADD may provide and share certain information which will validate its resources and capabilities to execute projects which it determines to be feasible.

RADD's concept for the creation of Design | Development Proposals is based upon the goals and objectives set forth by the City of Alexandria in the RFI | RFP for:

Improvement of Public Services	Urban Renewal Goals	Environmental Impacts
Technical Contributions	Geographic Location	Project Feasibility

Riverfront Activity and Design Features proposed by RADD will be designed in concert with the **Six Overarching Considerations** as defined in the RFI | RFP:

**Create a Riverfront for all.** *The Riverfront should engage the entire city. It should be a place for locals and visitors alike – a place where everything comes together and commingles effortlessly and becomes a destination on a daily basis – not just special events.*

**Place the Riverfront and innovative, sustainable design at the forefront.** *The Waterfront will improve the waterline and reflect Alexandria's commitment to sustainability and innovation. Green strategies would be employed within all facets of the proposed design.*

**Connect the City to its Riverfront.** *The Riverfront should provide a front porch to the downtown and the City. It will build a network of public spaces that connect the Riverfront to important destinations, nearby neighborhoods, the City and Region as well as recent enhancements such as the I-49 Greenbelt, Third Street and Bolton Avenue Streetscapes.*

**Improve Access and Mobility.** *The future Waterfront should accommodate safe and efficient travel by pedestrians, cyclists, vehicles and river traffic with connections to recent and proposed walking and bicycling improvements.*

**Create a Bold Vision that is adaptable over time.** *The vision for the Riverfront should clearly define how the Riverfront will take shape and the essential character of key elements. At the same time, the vision must be flexible to adapt over time. A timeless connection to the river.*

**Develop Consistent Leadership from Concept to Construction to Operations.** *It is necessary to have strong leadership tasked with championing the Riverfront Vision. This leadership should ensure design excellence and base the process in a broad and transparent civic engagement.*

#### A. Riverfront Design Features and Programmed Activity Uses:

1. **Gateway Entrances with Directional Signage and Way-Finding:** Place making can be enhanced, reinforced and recalled by visual reinforcement with appropriately designed graphics and signage.

Pedestrian access to the Riverfront can be improved with additional Gateway Entrances and ease of access stairs which are designed for shallower inclines using shorter risers and wider treads. Stairs can be designed with wider intermediate landings providing a rest area between flights. Handrails and colored treads provide additional safety features. Nighttime lighting will also enhance safety and usage.

2. **Gateway Portal to Waterfront:** The provision for a major Gateway Portal Entrance is under review and study for design, engineering, feasibility, cost determination and permitting. The proposed Gateway Portal Entrance would create a substantially wide pedestrian and vehicular entrance through the existing Red River Levee at grade level. The Gateway Portal requires special structural and safety design considerations which will require US Army Corps of Engineers approval.

Substantial cost are associated with implementing this design feature as well as an extended time frame for review and approvals by the Corps of Engineers. As a result, the Gateway Portal may not be feasible as an initial phase of implementation due to cost and an extended time frame needed for permitting. This feature should be considered as a subsequent secondary phase and only after further study and preliminary design has been completed.

3. **Riverfront Pedestrian - Friendly Activity Nodes:** As an initial phase of development RADD is proposing Riverfront Pedestrian Friendly Activity Wharfs as a Waterfront attraction and destination for Public use and enjoyment. The proposed Wharf concept establishes a physical connection to the moving waters of the Red River. It affords visitors a safe and accessible approach to the water and habitat of the river, where none presently exists.
4. **Activity Wharfs Designed with Seating and Tables for Small Gatherings:** Sections of wharfs vary in width allowing a variety of expanded uses for large gatherings and groups using the large open spaces with long high benches. Seating with tables provide opportunities for dining and picnics while sections of wharfs are shaded, affording shelter from the hot afternoon sun. The open expanse of wharfs along the waterfront catch cool breeze from the open stretches of the Red River offering great views and a restful respite for daydreaming and contemplation.
5. **Day Docking along Activity Wharfs:** A floating Day Dock provides docking facilities accommodating up to 25 large water craft of varying types and size. The dock is designed to allow pleasure boats docking privileges during day and night time hours. This provision allows pleasure craft visitors easy and improved access to Alexandria's Waterfront and the ability to enjoy entertainment and dining opportunities afforded by venues proposed at the Multi-level Mixed-Use Facility.
6. **Docking Facility for Water Taxi and Excursion Craft:** A floating dock facility is located for the use of a Water Taxi and Excursion Craft which can transport visitors to points of interest along the Red River. Three basic categories of use and function are anticipated:

- Eco Tours – oriented to schools and children
- Sightseeing tours – operated with support from bus tours
- Dinner Cruises – Marketed to Weddings, Family and Corporate gatherings.

In River Towns where tour boats are marketed and aggressively promoted, up to 60 % of the Riverfront Tourism can be attributed to the tour boats.

The Louisiana Department of Culture, Recreation & Tourism recently completed the Forts Randolph and Buhlow State Historic Site in Pineville overlooking the Red River. This site includes a visitor center with exhibits on the Civil War Red River Campaign, an elevated boardwalk around the fort area with an overlook near Bailey's Dam site, and an open field for Civil War re-enactments.

Other points of interest for consideration of Water Excursion Craft include visits to several Locks and Dams along the River, as well as, north to historic City of Natchitoches and the Grand Ecore Visitors Center. From an eighty foot high bluff, the J. Bennett Johnston Waterway Grand Ecore Visitor Center offers extraordinary views of Red River. The grounds are host to wildlife and cultural | historical displays of the area. A walking trail is available for visitors to get a first-hand glance at Civil War entrenchments.

7. **Riverfront Walking, Jogging and Cycling Trails and Boardwalks:** Planned and integrated with Waterfront Wharfs is a paved boulevard of trails with two lanes separated by landscaping. The boulevard is designed for walking, jogging, and cycling. This feature attracts and encourages visitors desiring more physical exercise along the Waterfront for a variety of use activities and enjoyment. Design features provide for two separate lanes; one lane is for walkers and joggers and the other is for cycling.

The boulevard and connecting pathways provide a location, opportunity and venue for major events where vendors or participants can set up temporary booths and tents. This feature supports activities at the annual Dragon Boat Races as well as any other planned event that would find the Waterfront as an attractive setting.

8. **Landscape Night Time Lighting for Wharfs and Pedestrian Boulevard:** Integral with the development of Wharfs and the Boulevard is Landscape Nighttime Lighting. This type of lighting is different and more subtle than the current high mast general lighting. Landscape and task oriented lighting is focused on lighting smaller individual use areas providing subtleties when landscaping and surfaces are lit with accent lighting. Lighting used in this fashion can be attractive, creating interest and enjoyment.

9. **Enhanced Landscaping for Aesthetics, Comfort and Enjoyment:** The proposed features described by the RADD Team include enhanced landscaping for Aesthetics, Comfort, and Enjoyment. It is designed with considerations for measured impact, sustainability, and use of native materials which are compatible with this region's seasonable climate. As specific design features are identified for acceptance more detail landscape design will showcase each component of the accepted plan.

10. **Enhanced Walking Pavements for Variety and Comfort:** Pavement materials will be selected for specific uses, comfort, durability, ease of maintenance, and economy. A variety of walking surfaces and pavement types are anticipated and generally include the following for consideration: Colored Concrete Pavers, Stamped and Colored Asphalt, Brick, Colored and Textured Concrete.

11. **Attraction Features Such as Water Play Areas:** The Waterfront should be designed to attract a diverse group of people and age groups. Included in RADD's proposal are use and activity areas designed for the enjoyment of Adults, Children, Adolescents and Teenagers. Water Jets and Wet Play Areas have become interesting, enjoyable, and safe settings for a variety of age groups. Small children and their parents enjoy splash and bubbler fountains, while older kids participate when active splash features are included in the design of wet play areas. Music and nighttime lighting choreographed with fountains becomes a very strong attraction for all ages.
12. **Shaded Rest and Comfort Areas:** Fabric sail structures provide a respite and relief from the hot sun by providing substantial shaded areas at large portions of waterfront wharfs. Creating comfort with cool, shaded areas during hot summer months will increase visitor comfort, as well as increase usage and activities along the waterfront.
13. **Artistic and Shaded Play Area for Small Children:** Designated play areas for small children are incorporated in RADD's proposal for waterfront development. Areas are designed specifically to suit the play and development needs of small children and include age appropriate play structures, soft surfaces and seating areas for adult viewing and supervision.
14. **Skateboard Park:** Considered a recreational activity, an art form, or a method of transportation, skateboarding has evolved since emerging as a recreational activity in California around the 1960's. Its popularity has risen as evidenced by reports estimating that its market worth is \$ 4.8 billion in annual revenue with approximately 12.4 million skateboarders in the U.S.

RADD is proposing a skateboard park located along the waterfront as a sporting activity for youth and young adults as well as an attraction for viewers.

Additional input and programming is needed for the development of the Skateboard Park to meet accepted industry standards for design, safety and operation. Basic components for sporting and performance typically include slope ramps for incline and decline, raised edges and rails, raised platforms, dish shaped bowls and other shaped surfaces. Shaded seating areas are desirable for users and viewers.

15. **Canoeing and Kayaking Destinations:** The channel of the Red River along Alexandria is offset from the riverside descending levee approximately 150 to 200 feet. The channel location is between the concrete support pylons of the Jackson Street Bridge. In addition, upstream from the Bridge, finger dikes project from the river bank providing additional barriers to river currents. This offset provides for slack water where the flow of the river is reduced and creates an opportunity to safely launch and retrieve light water craft such as canoes and kayaks.

A simple and small floating dock located in the slack water area will provide the ability to launch canoes and kayaks. The proposed location is adjacent to an existing service drive extending under the bridge. This drive would provide convenient access for loading and loading craft from vehicles.

16. **Downtown Marina:** As part of a Market and Economic Report prepared by Economic Research Associates and completed in July 2008, market research information indicated that a Marina on the Red River could be feasible and supported by boat owners, especially those considering ownership of larger class vessels. A successful marina was recently developed in the Shreveport Bossier metro area, providing 60 covered slips.

RADD is proposing a Downtown Marina located at the descending bank fronting the stretch of river at the Alexandria Riverfront Center. Its location is in the slack water protected by a finger dike and between the concrete bridge pylons at the Alexandria side of the Jackson Street Bridge. The marina is designed for 60 slips with 40 slips protected by a transparent sail type covering supported by steel framing and cabling.

The Downtown Marina will employ concrete batter walls, floating docks and articulating ramps which respond to the 18 – 20 foot seasonable rise and fall of the Red River.

Substantial cost is associated with implementing this design feature as well as an extended time from for review and approval by the Corps of Engineers. As a result, the Downtown Marina may not be feasible as an initial phase of implementation due to cost and the extended time frame needed for permitting. This feature should be considered as a subsequent secondary phase and only after further market research and preliminary design have been completed.

17. **Artistic Lighting for Jackson Street Bridge and Alexandria | Pineville Expressway Bridge:**

Two major bridge structures provide large and significant bookend structures for downtown Alexandria. New lighting technology for efficient and artistic lighting effects has been developed to dramatically light the major structural components of both bridges. LED lighting can be effectively tuned for a variety of color effects and as well as for dimming and other programmed effects. Nighttime lighting of bridges over large bodies of water have a desirable artistic effect because their images are mirrored and reflected to viewers from the surface of the water. This produces two images, one real and the other surreal. The artistic lighting of the bridges combined with enhanced landscape light describe above in item 8 add interest and attract visitors to the Waterfront.

18. **Repurpose Existing City Bus Transit Terminal:**

With other planned design features within the immediate vicinity of the existing Bus Transit Terminal there is a need and opportunity for the repurposing of this facility into a variety of more compatible and best uses. Considering the possibility of the Gateway Portal to the Waterfront described under heading D08, the significance of this Historic Structure increases considerably as Alexandria's gateway to the activities of the Red River Waterfront.

#### **B. SMG as an Event Programming and Management Company:**

1. **Increase Frequency of Major Events with Enhanced Programming and Support:** SMG is a RADD Team member and is a recognized leader in the field of event planning and management. It has statewide market knowledge with over 35 years of experience in Louisiana as well as a regional advantage within the Gulf States area.

It has established on-going relations with leading agents, artist management firms, performing arts agencies and promoters who value their input particularly when placing events in mid-level markets.

2. **Increase Frequency of Entertainment Performances at the Amphitheatre and Open Urban Green Spaces:** The ability to create, program, market and book events is an important part of RADD’s proposal. Our Team has the expertise and proven experience to enhance the entertainment experience of patrons by activating, energizing and designing exterior urban space and performance venues.

This proposal includes a variety of significant improvements and expansion to Alexandria’s Amphitheatre and generally provides for the following new elements and proposed uses:

- New Band Shell Cover and Rigging at the Performance Stage for Performance grade Lighting, Audio and Controls.
  - Green Room Suite for Performers
  - RV Access, Parking and Electrical Hook-up
  - Ease of Access to Pleasant, Clean and Safe Restrooms
  - Improved access and availability for the sale of Food and Beverage with Mobile and Kiosks
  - Promote use of the expanded Amphitheatre and Green Space as a daily destination for a variety of passive uses.
3. **Private | Public Partnership Desired:** Reconfiguration of the existing amphitheater along with construction of a newly configured amphitheater has the potential to spur additional economic development of the Alexandria’s Riverfront. There is the potential to secure private investment dollars to fund certain elements of the proposed amphitheater improvements. A Private | Public Partnership is desired to facilitate private investment on publicly owned land along the Riverfront. RADD seeks to secure a long term lease for retail and commercial operation from certain features funded by a Development Entity.
  4. **New Enhanced and Enlarged Amphitheatre:** New construction may be feasible for an improved and expanded Amphitheatre. The configuration of this proposed facility would include all of the features noted above in item B.2 as well as provided for greener and more attractive Amphitheatre. This feature would tied with an phased in as part of the proposal for the Gateway Portal to the Waterfront described in item E.8.

### C. Mixed-Use Facility:

1. **Multi-Story Mixed-Use Facility:** Design and Development for a multi-story Mixed-Use Facility with programmed use areas for Retail | Commercial, Food and Beverage, and Housing.
2. **Site Location:** The existing site is strategically located along the landside toe of the Red River Levee and once housed the printing press operation and distribution of the Alexandria Daily Town Talk Newspaper. Presently the building is vacant and is under ownership of Michael Jenkins. Mr. Jenkins is a member of the RADD Team and as an experienced developer is interested in the potential for development of the existing facility and | or a newly constructed Multi-Level Mixed-Use Facility.
3. **Site and Building:** The site will accommodate a building foot print with an area of approximately 30,000 gross square feet. An initial concept for this facility will include the use of ground floor area for commercial | retail space as well as building support areas for vertical transportation and mechanical equipment. Functional areas will be provided for food and beverage service, staging, and deliveries supporting other commercial venues located on the upper floors of the facility.

It will also include a spacious ground floor atrium extending three floors providing an open expanse to Second Street as well as a physical connection with a proposed levee plaza

promenade deck connecting the building at the third floor to the top of the Red River Levee. This concept is similar to the existing plaza deck connect which has been in service at the Riverfront Center for approximately 20 years.

As the multi-level facility rises above the promenade level, additional building levels will provide a variety of rental apartments for studio, one and two bedroom apartments. Apartment housing may extend upward of three floors.

Roof top use is planned for specialty suites and rental for special private functions. A roof plaza will be created to provide shaded use and dining areas with views overlooking the Red River.

4. **Structured Parking:** Adjacent property has the capacity to provide Structured Parking to support residential use. The short loop transit system will connect this facility with the Structured Parking proposed and described in item D below.
5. **Amphitheatre Connection:** In concert with the Mixed-Use Facility is SMG's objective for expansion of programmed uses, events and activities supporting a larger multi-use amphitheater. SMG's objective calls for the creation of a new, larger Amphitheatre programmed for musical, theatrical and entertainment events as well as support for ticket, food and beverage sales.
6. **Enhanced Restrooms:** This facility will provide enhanced Restroom Facilities for Facility and Public Use supporting activities proposed for the expanded amphitheater such as Festivals, Music or Entertainment Events.
7. **Handicapped Access:** Elevators provide service from ground level and connect with the Levee Plaza Promenade as well as other floors. This provides handicapped access to the proposed enhanced Restroom Facilities.
8. **Support Elements:** Other back of the house support elements will be included in the facility which service operational needs of the proposed expanded amphitheater. This would include ticket sales and ticketing at major events, food and beverage sales using mobile carts, specialty lighting, sound and video projection, WIFI access, security for crowd management and safety | emergency care.

#### D. Structured Parking and Transportation Network and Streetscapes:

RADD supports the City's efforts for additional analysis, inventory and needs assessment concerning the potential for development of Structure Parking and Multimodal Transit Systems serving the present and future needs of the Downtown Area. The following proposals by RADD are broad scope planning concepts which offer a means to free up existing small tracts of downtown property presently devoted to surface parking as well as creating a Walkable Downtown

1. **Structured Parking and Multimodal Transit System:** With the development of the Central Louisiana Technical Community College within the Downtown Core area of Alexandria, RADD is proposing the development of a multi-level, mixed use Structured Parking and Transportation Center to service the needs of the College and Downtown. This proposed facility can reduce the density of single passenger vehicles traveling within existing street grid of Downtown by offering convenient and ample structured parking on the peripheral with the provision of a Short Loop Transportation System linking key Downtown Venues.
2. **Additional Parking Capacity:** The proposed multi-purpose facility could provide between 350 and 500 parking spaces at a location which interfaces and adjoins with the existing intra and inter transportation network.

3. **Ground Floor Mixed - Use:** Portions of the ground floor at the Parking and Transportation Center include program uses supporting Student Activity by providing:
  - Child Day Care
  - Health Care Clinic
  - Coffee Shop
  - Bicycle Rental
  - Small Pharmacy
  - Laundry and Dry Cleaning
  - Green and Shaded Roof Top for Activity and Use
4. **Short Loop Transit Service:** The facility provides a vital component to Downtown Development with the provision of a Short Loop Downtown Transportation Service. The Short Loop concept is designed as a loop system with convenient walking distance connections to a variety of proposed and existing uses including:
  - Riverfront Mixed Use Facility
  - Rapides Parish Library
  - Coughlin Saunders Performing Arts
  - River Oak Art Center
  - Alexandria Museum of Art
  - Hotel Bentley
  - Alexandria Riverfront Center
  - Alexandria Fulton Hotel and Convention Center
  - Downtown Central Louisiana Community Technical College
  - Rapides Regional Medical Center
5. **Location:** The proposed Structured Parking and Transportation Center has a strategic location due its immediate proximity to Interstate 49, the Alexandria | Pineville Expressway and connecting access ramps linked to the existing Downtown street grid. It is also conveniently linked with the soon to be completed Colman|Curtis Bridge with additional highway interchanges at Interstate 49 and US Highways 165 | 167. As a multi-story facility, it will be highly visible and identifiable with signage and contemporary graphics.
6. **Property:** Lee Gateway Development Corporation is the sole owner of approximately 7 acres of open shovel ready and transferable property. Several individual blocks are of adequate size and proportion to affect an efficient layout of ramps and parking spaces for a multi-story, mixed-use Structured Parking and Transportation Center. Environmental Phase I was completed and there were no adverse environmental findings as a result of the investigation.
7. **Walking Distance:** The Structured Parking and Transportation Center on the peripheral of Downtown is within a walkable 1500 feet of the site proposed for the Community College. Students have an option and the ability to walk to their campus within a reasonable and very walkable distance during favorable weather conditions.
8. **Federal Funding:** With the development of a Private | Public Partnership there is the possibility for this facility to receive federal funding through programs initiated by Congress and the Department of Transportation. Projects which not only address mobility needs but assist in the revitalization of communities by encouraging economic development and leverage Private | Public Partnerships have received higher priority for federal funding.
9. **Funding for Transit Stops and Street Improvements:** Additional Federal funding may also be available for the creation of the Short Loop Transportation System within the Downtown Core which could consist of alternative smaller lighter specialty transport vehicles. When additional transit stops and transfer stations are part of the loop system, federal funding

may be available to reimburse streetscapes for sidewalk widening, street landscaping and lighting, street surfacing and other hardscape elements. The goal is to remove the number of vehicles on streets and encourage walking and or cycling.

10. **Value Proposition:** A Value Proposition will be formulated to demonstrate the allocation of project cost allowable for reimbursement through Federal Funds based upon the strategies outlined above.
11. **Cost of Structured Parking:** Additional programming information is needed to achieve design and a determination for an Opinion of Cost. Multi-level structured parking is typically calculated on the basis of unit cost per parking space. It far exceeds the unit cost for typical concrete or asphalt surfaced parking spaces. Depending on the size and configuration of parking structure, typical unit cost currently within the construction industry are reported between ranges of \$14,000 to \$ 20,000 per space.
12. **Economic Feasibility:** Using Federal Funds as reimbursement to cover 80 % construction cost increases the economic feasibility of the proposed parking and transportation project.
13. **Development Feasibility:** When downtown property owners can put their property to more efficient and best use other than surfaced parking there is the potential for additional development. This occurs when small tracts of land are developed without the need to satisfy parking requirements that are typically designed for large commercial suburban developments.
14. **Park – Ride – Walk – Cycle:** With the goal of reducing the number of single passenger vehicles within the Downtown area and with improvements for Streetscaping, this project will create the setting for improved mobility through a concept of: *Park, Ride, Walk or Cycle* to destinations within the Downtown Urban Core.

#### E. Streetscapes, Town Greens, Linkages and Gateway Portal to Waterfront:

1. **Streetscapes:** A combination of existing and proposed streetscapes will serve to connect the Riverfront to Town Greens, Community Resources, and Institutions. A new streetscape, designed to complement existing streetscape precedents, is proposed for Murray Street, enhancing the character of the Downtown Alexandria Now proposal for the Community College Campus, creating a link to a variety of community resources within Downtown, as well as Bolton Avenue and Third Street streetscape enhancements.
2. **Town Greens:** Proposed Town Greens at the existing City Hall and Mini-Park, Riverfront Center and the CLTCC site would provide open-park-like shaded destinations similar to that of the Savannah Georgia model.
3. **Town Center Green:** A bold planning and use concept proposed by the RADD Team creates a Town Green within Alexandria’s original downtown core comprising two city blocks which are presently occupied by the existing Alexandria City Hall and Convention Hall as well as the Alexandria Mini Park and Parking Lot.

Town Center creates a large urban public space extending East and West between DeSoto and Johnson Streets as well as North and South between Second and Third Streets.

Opening up the center of Downtown onto the Town Green provides a variety of unique opportunities which can:

- Spur new Cultural and Entertainment programmed activity as well as support existing Downtown Events.
- Energize existing businesses and encourage others who have and will commit to Downtown with their investment and creation of new retail businesses.

- Connect Downtown and Town Center Green directly to Alexandria's Waterfront.
- Create New Developments which attract Visitors and Urban Dwellers
- Reinforce the notion of a Walkable Urban Community by proper utilization of structured parking and transportation.
- Visually and spatially connect the existing Historic Townscape with the Town Green. The Town Green provides a new environment and front door to a variety of important community resources:
  - Historic Hotel Bentley
  - Alexandria Museum of Art
  - Alexandria Transportation Center [Repurposed Use]
  - Gateway Portal Connection to Waterfront
  - Historic Seven Story Commercial Building
  - Newly Refurbished Store Fronts and Business
  - Red Cross Drug Store and Lunch Counter
  - Capital One Bank
  - Existing Restaurants
  - Existing Businesses

RADD's feasibility for the Town Center Green relates to the physical location and condition of City Hall as well as finding alternative sites for key components and functions.

A preliminary report was made for the Investigation, Assessment and Condition concerning exterior envelope, water-sealing and improvements of the existing City Hall and Convention Hall. A variety of options were investigated, developed and cost estimated for improvements and repairs to the existing facility. Substantial cost is associated with bringing the facility up functional standards for architectural, mechanical, electrical and life safety systems. Cost reported in the 2011 Draft Report ranged from approximately \$ 2.0 to \$ 3.8 million. If additional floor area was needed then cost could increase to over \$ 7.0 million.

Consideration of other options for replacement of the existing City Hall and Convention Hall may be fiscally beneficial and sound when evaluated over the long term and for other valid considerations.

RADD proposes that the existing seven story Commercial Building and adjacent property be utilized for certain City Hall functions and offices. Land directly adjacent to the Commercial Building on the East would be sufficient in footprint size to construct a new multi-story facility which would house a City Welcome Center, Council Chambers and Offices, the Mayor's Office as well as Administrative Offices for Key Staff. Direct connection with the Commercial Building also facilitates functional access to other city offices which would be located in the elevated floors of the Commercial Building. This proposal merits further discussion with City officials.

Directly adjacent to the Commercial Building is RADD's proposal for a Multi-story Mixed - Use Facility. Contiguous with the Commercial Building is an adjacent half block of property which will provide structured parking. This structured parking can be designed with additional floors and parking spaces to provide adequate parking to support both private and public parking which would be replaced at the Mini-park and under City Hall. In addition the City's existing Elevated Parking Garage is within easy walking distance of the proposed City Hall Complex.

Meeting space displaced in the existing Convention Hall could be provided in the new construction of RADD's proposal for a new Multi-story Mixed-Use Facility.

4. **Riverfront Center Town Green:** Riverfront Center Town Green establishes a new and attractive at grade front entrance to the Riverfront Center. It converts concrete paved parking into an appropriate urban plaza entrance to an important community resource that is linked with other areas of interest and activity centers within Alexandria's Downtown.

This town green occupies space between the Fulton Hotel and Hotel Bentley between Second and Third Streets. It reinforces the concept of "Walkable Urbanism" by taking back an important corner of the community presently devoted to concrete pavement for parking and linking it with existing streetscaping. The existing Third Street Streetscaping in conjunction with this proposed Town Green will greatly improve connectivity to other important proposed and existing community activity areas such as:

- Town Center Green
- Coughlin Saunders Performing Arts Theatre
- River Oaks Arts Center
- Kress Theatre

5. **CLTCC Town Green:** The City's Downtown Alexandria Now initiative for establishing a central city site for the proposed Community College, proposes an urban model with a development of a multi-story educational facility within a newly created urban open area or Town Green.

The CLTCC Town Green occupies a 2.5 acre site which fronts Murray Street, one of the most important corridors in the City on its Eastern boundary and Sixth Street on its Southern boundary. Major governmental institutions are situated along its length including: City Hall, Federal and State Courthouses, the City's Customer Service Center and Public Safety Complex.

Also envisioned as part of Downtown Alexandria Now are significant enhancements for Streetscape along Murray Street extending from Bolton Avenue to the Community College site. RADD proposes a short extension of Murray Street Streetscape from the Community College to Town Center Green, providing additional linkages and further reinforcement and support of "Walkable Urbanism".

6. **Linkages:** Extending streetscapes can close open linkages and paths which exist at the Bayou Rapides multi-purpose trail. Closing additional existing open links could potentially connect pedestrian and cycling corridors with Bolton, Third, Murray and I-49 Green Belt walking paths.
7. **Extended Streetscapes:** The SPARC Bolton Streetscape project has greatly enhanced sections of the Bolton Avenue corridor. With the Community College set for the Central City site, Murray Street increases its prominence as a major corridor and connector. Extending the Bolton Avenue Streetscape to Lee Street would provide further enhancement and a connection to the important Murray Street corridor. The Downtown Alexandria Now initiative appears to indicate streetscape improvements along Murray Street to the Community College. With RADD's proposal for Town Center Green, extension of the Murray Street Streetscape to Town Center Green would be logical and an enhancement to both the Town Center Green and the CLTCC Central City Site as well as reinforcing "Walkable Urbanism".

8. **Gateway Portal to Waterfront:** A Gateway Portal to the Waterfront is initially noted under Heading A. 2. The following provides additional information for location, design and construction.

The proposed Gateway Portal is located at the section of Levee directly to the rear of the existing Alexandria Bus Transfer Station on Second Street between the elevated Murray Street Bridge approach and Johnston Street right of way. This stretch of Levee is approximately 220 feet in width and is of sufficient width to accommodate a series of arched gateways portals which would extend from the land side through the Levee to the river side of the Levee with connections to sections of RADD's proposal for Waterfront Wharfs. Design drawings are under development to more adequately define this proposal.

Construction of the Arched Gateway Portals requires design and engineering which would be reviewed and require approval of the U.S. Army Corps of Engineers at a very high level of authority. Heightened awareness by the Public and Corps of Engineers of possible breach flooding through Levees especially after catastrophic events of Hurricane Katrina will require extensive design and engineering reviews to achieve appropriate permitting from the various Authority Agencies having jurisdiction over the stretch of Red River Levee at Alexandria.

With sound planning, design, and engineering it is the likely that proper approval can be granted after extensive review by U.S. Army Corps of Engineers. As with any proposal of this magnitude a sufficient amount of planning, design and engineering needs to be accomplished at risk for proper review and evaluation and eventual permitting. Existing examples of portal entrances through Levees and flood walls can be noted and cited as in place examples:

- Lake Pontchartrain Flood Wall and Gates at New Orleans Lakefront Drive
- Mississippi River Flood Wall and Gates at New Orleans Riverfront
- Augusta Georgia Savannah River Levee Gateway Portal

#### **RADD's Design Feature and Programmed Use Activity Plan**

Included with this submittal are RADD's Design Feature Plan Diagrams illustrating layouts of proposed Features and Programmed Use Activity Areas. Two Diagrams are provided. The first Concept Diagram shows a proposed initial development of core features which have the best chance for being realized within a 2-5 year time frame. The second Concept Diagram illustrates a group of projects which can be realized over a longer time frame of 5-10 years.

RADD has begun schematic design to further craft and define the design features and construction cost for the major project components such as: Waterfront Wharfs, Amphitheatre, Multi-story Mixed Use Facility, and Structured Parking Facilities.

Each Design Feature Plan provides a Tag Target and with Text and Number for each major Design Feature or Programmed Activity Use area which are illustrated as: **A00** Each of tag targets with text and number are coordinated with descriptions provided above under broad headings for:

**A. Riverfront Design Features and Programmed Activity Uses: (A00)**

1. Gateway Entrances with Directional Signage and Way-Finding
2. Gateway Portal to Waterfront, Refer to E.8
3. Riverfront Pedestrian-Friendly Activity Nodes
4. Activity Wharfs Designed with Seating and Tables for Small Gatherings
5. Day Docking along Activity Wharfs
6. Docking Facility for Water Taxi and Excursion Craft
7. Riverfront Walking, Jogging and Cycling Trails and Boardwalks
8. Landscape Night Time Lighting for Wharfs and Pedestrian Boulevard
9. Enhanced Landscaping for Aesthetics, Comfort and Enjoyment
10. Enhanced Walking Pavements for Variety and Comfort
11. Attraction Features for Water Play Areas
12. Shaded Rest and Comfort Areas
13. Artistic and Shaded Play Area for Small Children
14. Skateboard Park
15. Canoeing and Kayaking Destinations
16. Downtown Marina
17. Artistic Lighting of Jackson Street Bridge and Alexandria | Pineville Expressway Bridge
18. Repurpose Existing City Bus Transit Terminal

**B. SMG as an Event Programming and Management Company: (B00)**

1. Increase Frequency of Major Events with Enhanced Programming and Support
2. Increase Frequency of Entertainment Performances at the Amphitheatre and Riverfront
3. Private|Public Partnership Desired
4. New, Enhanced, and Enlarged Amphitheatre

**C. Mixed-Use Facility: (C00)**

1. Multi-Story Mixed-Use Facility
2. Site Location
3. Site and Building
4. Structured Parking
5. Amphitheatre Connection
6. Enhanced Restrooms
7. Handicapped Access
8. Support Elements

**D. Structured Parking and Transportation Network and Streetscapes: (D00)**

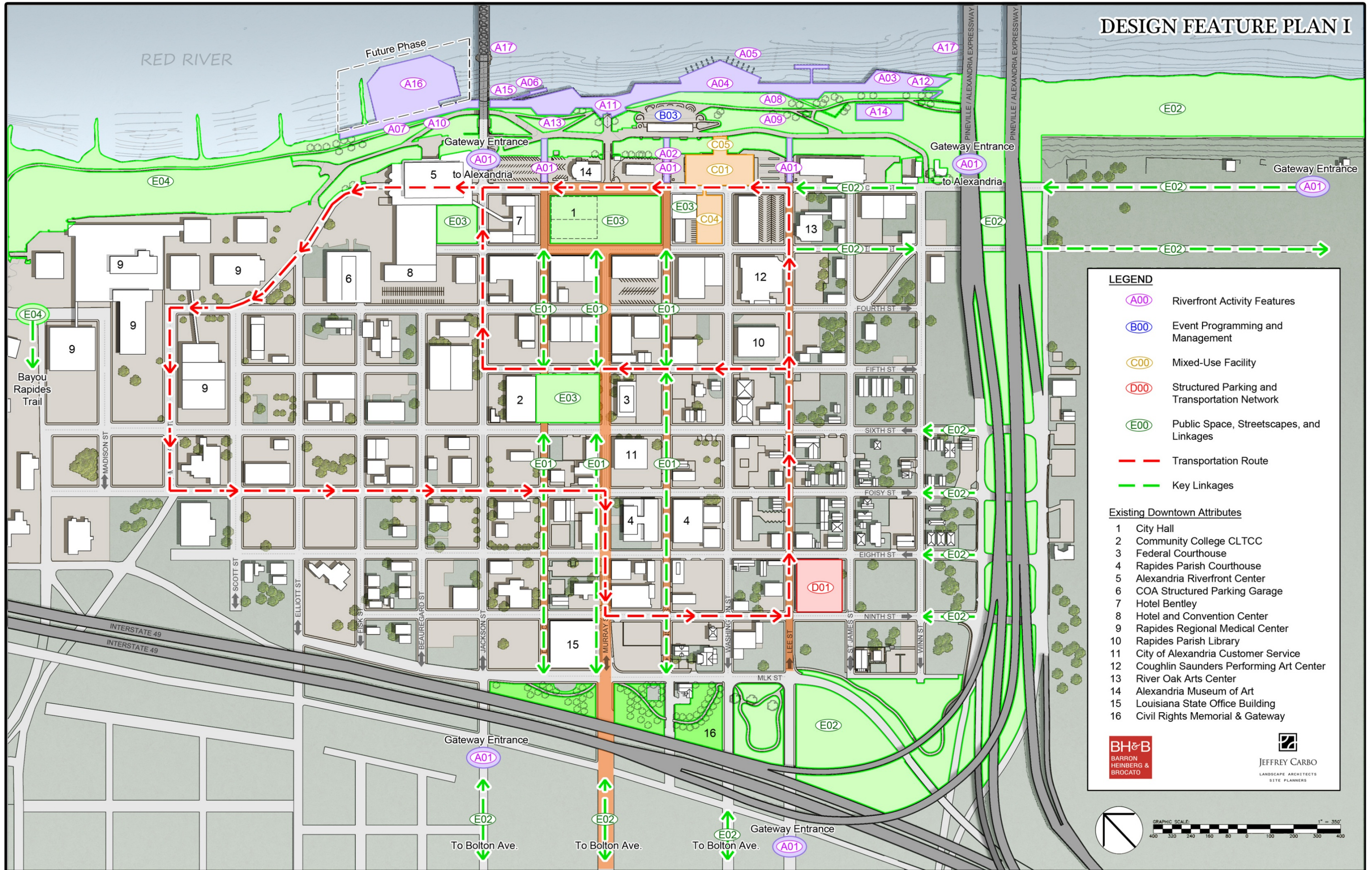
1. Structured Parking and Multimodal Transit System
2. Additional Parking Capacity
3. Ground Floor Mixed-Use
4. Short Loop Transit Service
5. Location
6. Property
7. Walking Distance
8. Federal Funding
9. Funding for Transit Stops and Street Improvements
10. Value Proposition
11. Cost of Structured Parking
12. Economic Feasibility
13. Development Feasibility
14. Park-Ride-Walk-Cycle

E. Streetscapes, Town Greens, Linkages and Gateway Portal to Waterfront: E00

1. Streetscapes
2. Town Greens
3. Town Center Green
4. Riverfront Center Green
5. CLTCC Town Green
6. Linkages
7. Extended Streetscapes
8. Gateway Portal to Waterfront

The remainder of this Page was intentionally left blank ending  
**Part 3 : FULL NARRATIVE DETAILING ATTRIBUTES AND FEASIBILITY**

# DESIGN FEATURE PLAN I



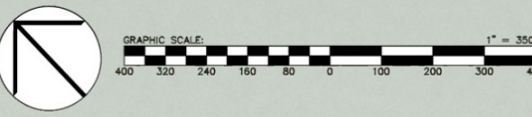
**LEGEND**

- A00 Riverfront Activity Features
- B00 Event Programming and Management
- C00 Mixed-Use Facility
- D00 Structured Parking and Transportation Network
- E00 Public Space, Streetscapes, and Linkages
- Transportation Route
- Key Linkages

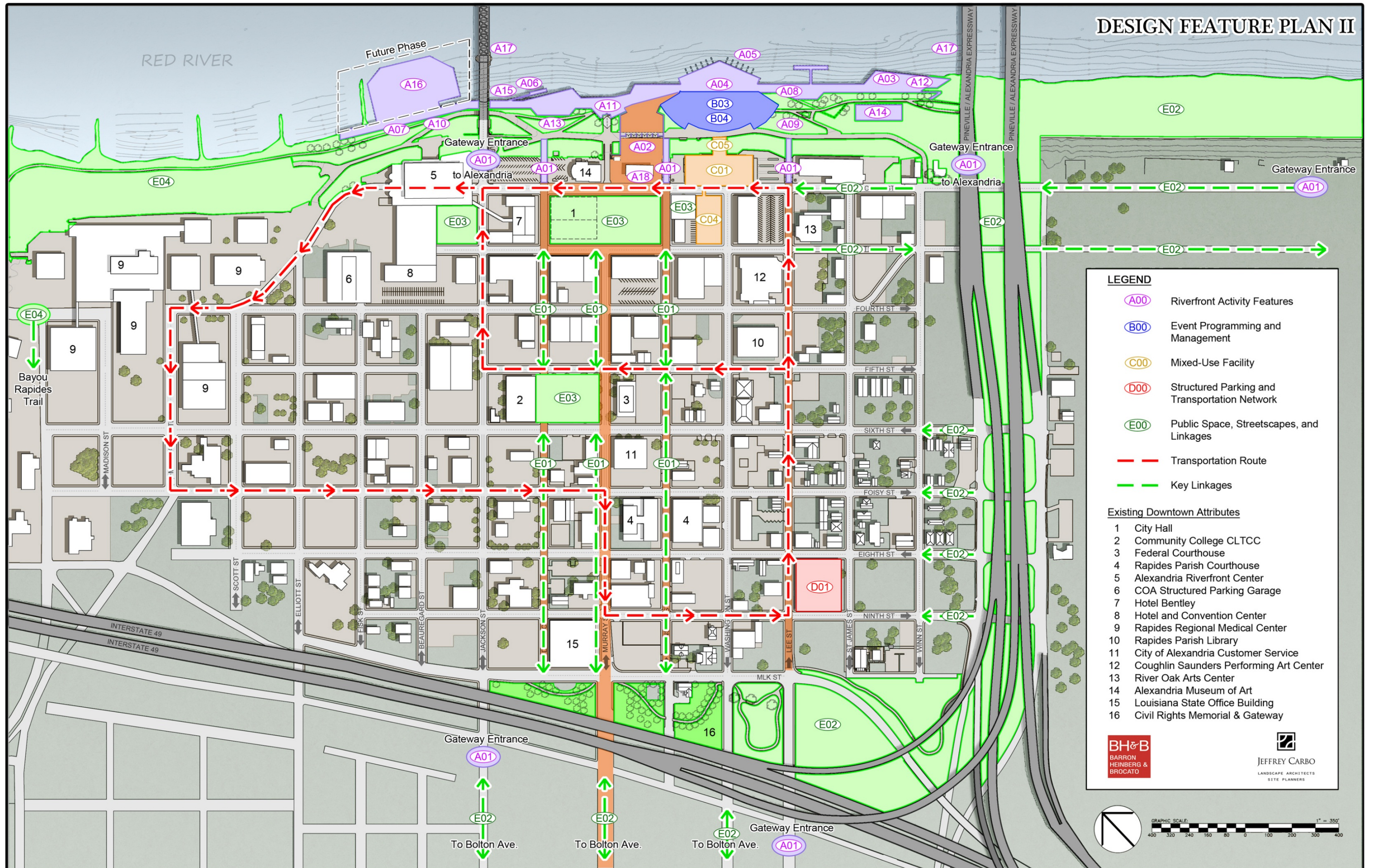
- Existing Downtown Attributes**
- 1 City Hall
  - 2 Community College CLTCC
  - 3 Federal Courthouse
  - 4 Rapides Parish Courthouse
  - 5 Alexandria Riverfront Center
  - 6 COA Structured Parking Garage
  - 7 Hotel Bentley
  - 8 Hotel and Convention Center
  - 9 Rapides Regional Medical Center
  - 10 Rapides Parish Library
  - 11 City of Alexandria Customer Service
  - 12 Coughlin Saunders Performing Art Center
  - 13 River Oak Arts Center
  - 14 Alexandria Museum of Art
  - 15 Louisiana State Office Building
  - 16 Civil Rights Memorial & Gateway

**BH&B**  
BARRON  
HEINBERG &  
BROCATO

**JEFFREY CARBO**  
LANDSCAPE ARCHITECTS  
SITE PLANNERS



# DESIGN FEATURE PLAN II



**LEGEND**

- A00 Riverfront Activity Features
- B00 Event Programming and Management
- C00 Mixed-Use Facility
- D00 Structured Parking and Transportation Network
- E00 Public Space, Streetscapes, and Linkages
- Transportation Route
- Key Linkages

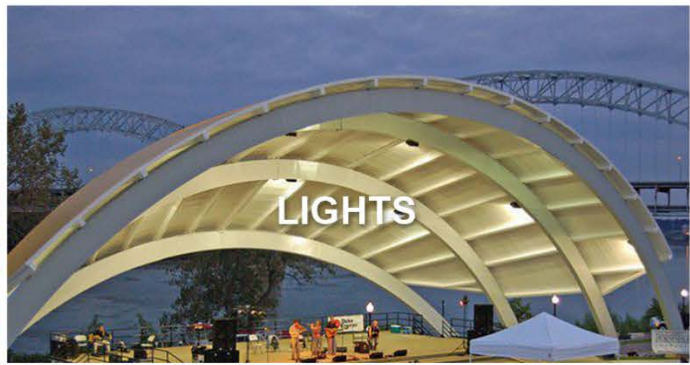
**Existing Downtown Attributes**

- 1 City Hall
- 2 Community College CLTCC
- 3 Federal Courthouse
- 4 Rapides Parish Courthouse
- 5 Alexandria Riverfront Center
- 6 COA Structured Parking Garage
- 7 Hotel Bentley
- 8 Hotel and Convention Center
- 9 Rapides Regional Medical Center
- 10 Rapides Parish Library
- 11 City of Alexandria Customer Service
- 12 Coughlin Saunders Performing Art Center
- 13 River Oak Arts Center
- 14 Alexandria Museum of Art
- 15 Louisiana State Office Building
- 16 Civil Rights Memorial & Gateway

**BH&B**  
BARRON HEINBERG & BROCATO

**JEFFREY CARBO**  
LANDSCAPE ARCHITECTS  
SITE PLANNERS







#### **4. DISCLOSURE STATEMENT:**

A Disclosure Statement was submitted as a separate document under its own cover, apart from this submittal package.

The remainder of this Page was intentionally left blank pertaining to and referencing separate submission of the requested **Disclosure Statement**

## 5. PROFESSIONAL QUALIFICATIONS:

### A. Experience or Uniqueness [0-20 points]

#### 1. Direct, hands-on experience and participation in similar projects.

##### Jeffery Carbo Landscape Architects and Site Planners [JCLA]

#### A. Shangri La Botanical Gardens and Nature Center, Orange TX (2008 LEED Platinum)

##### Contact:

Walter G. Riedel III, Nelda C. and H.J. Lutcher Stark Foundation, Chairman, Board of Director, (409) 670-9113

##### Project Description:

The site is an extraordinarily diverse 252-acre ecosystem on the edge of the Adams Bayou in southeastern Texas. Local businessman H. J. Lutcher Stark purchased this property in the 1940s and, as a hobby, created a small garden with a 10-acre lake, extensive plantings and pathways, greenhouses, and other garden features. Though Stark had arranged to preserve his estate through a foundation, the garden he named Shangri La closed to the public after a devastating freeze in 1958. Several years ago the Nelda C. and H. J. Lutcher Stark Foundation reinterpreted its management role and, as stewards of this unique environment, embarked on an ambitious program to engage the general public in environmental educational and gardening activities. Board members, realizing the unique opportunity the site offered for environmental and garden education, determined that creating programs to take advantage of this unique site would both return the property to the original owner's intent and also commemorate his philanthropic values.

The Foundation engaged our firm to create a master plan to re-imagine Shangri La to capitalize on site resources, guide future development, and create appropriate educational programming to realize the Foundation's re-focused mission to mentor children of all ages to be kind to their world. We developed a master plan informed by the client's mission, the team's analysis of current conditions, and our understanding of the site's opportunities.

Our design goals were best summarized in a mission statement developed during the planning and design process. It is as follows...Shangri La will...Ignite curiosity...Instill a sense of wonder...Nurture creativity...Spark excitement...Encourage exploration...Inspire respect...Expand knowledge...Model stewardship...In order to...Mentor Children of All Ages to Be Kind to Their World.

#### B. Orange Riverfront Master Plan, Orange, TX

**Contact:** The Honorable Mayor Brown Claybar (409) 883-1042

##### Project Description:

Jeffrey Carbo Landscape Architects (JCLA) has worked in the City of Orange, Texas for several years. Our experience includes projects for Nelda C. and H. J. Lutcher Stark Foundation, The City of Orange, Texas, and Lamar State College-Orange. Over the last decade, we have worked with these entities to develop projects within the community that contribute to the overall quality of life for the region.

Our experience in the area began with the design and construction of the Shangri La Botanical Garden and Nature Center, an extraordinarily diverse 252-acre ecosystem on the edge of the Adams Bayou in Orange, Texas. Through our work on Shangri La, JCLA developed a unique understanding of the area and began working with the City of Orange, Texas to develop a Downtown Revitalization Plan.

The focus of this plan is to develop a long term vision for the redevelopment of downtown Orange by capitalizing on its existing assets. As part of the plan, we identified catalyst projects to help stimulate redevelopment in the downtown area. The first project identified for initial implementation was the Orange Riverfront Boardwalk and Pavilion, which is comprised of a new Performance Pavilion and Flexible Open Green Space, linked together by a new riverfront boardwalk. The new Orange Riverfront Boardwalk and Pavilion allows for greater access to the Sabine River and creates a destination for the downtown area. Phase I of the project was completed in 2012.

As JCLA worked with the City of Orange to develop the Downtown Master Plan and Riverfront projects we engaged Lamar State College Orange on the planning of downtown. As a major stakeholder in the downtown area, we felt their input was critical to the successful development of a viable master plan. Recognizing the significance of the master plan and their presence in the downtown area, the college commissioned JCLA to develop a Landscape Renovation Master Plan for the Campus. This urban campus has been vastly redeveloped in the last 10 years, as well as greatly impacted by the winds of Hurricane Rita in 2005, and flooding from the adjacent Sabine River during Hurricane Ike in 2008. JCLA proposed using all native plantings on this campus that would tolerate the severe weather patterns experienced in recent years. The overall campus landscape master plan includes the generous use of live oaks and cypress to frame linear views and alleys, while providing shade for paths, green spaces, and parking. Turf and native grass species tolerant of potential brackish flood waters embellish ground planes, while masses of native iris, coastal grasses and limited ornamentals complement the highly visible arrival, departure, and congregating areas.

**C. Orange Riverfront Boardwalk and Pavilion: Phase I, Orange, TX**

**Contact:** The Honorable Mayor Brown Claybar (409) 883-1042

**Project Description:**

As part of the efforts undertaken in developing the Downtown Revitalization Plan, JCLA worked with the City of Orange, Texas to develop a concept for redevelopment of the riverfront. The plan calls for the adaptive reuse of the existing buildings along Front Street to encourage commercial redevelopment, as well as the development of a Senior Citizen Center. The site of an old abandoned hotel has been identified for the expansion of the riverfront area, taking advantage of views to the Sabine River. These elements will be linked with a new riverfront boardwalk. Currently the riverfront is slowly eroding and is in need of stabilization to prevent further erosion. As part of the riverfront plan, strategies for the stabilization and naturalization of the riverfront will be explored. The new riverfront will allow for greater access to the Sabine River for the community and create a destination for the downtown area. This Riverfront will be part of a downtown path system connecting the Orange Pavilion, Lamar State College, and Stark Foundation campuses.

**D. I-49 Greenbelt, Alexandria, LA**

**Contact:**

Delores Brewer, Former Capital Project Coordinator, Alexandria, LA (318) 473-1370

**Project Description:**

The Interstate 49 Greenbelt consisted of planning for approximately 150-acres of open space surrounding the core of downtown Alexandria adjacent to Interstate 49. The plan included the design and implementation of a 1.6 mile, multi-use trail that connects an existing trail system along the Red River and the city's riverfront park.

The plan also included lighting and site furnishings, overall landscape planning to improve the visual character of significant gateways and highly visible corridors into the city's downtown area. The planting focused on the use of native landscape material and conceptually considered the adjacent highway as a "river" with the proposed plantings recreating that which may be seen on a river's edge. Large drifts of cypress, iris, native yaupon, river birch, and ornamental grasses were used to create lush backdrops and gateways along the interstate edges and at underpasses near elevated sections of the interstate.

JCLA collaborated with Meyer, Meyer, LaCroix & Hixson on the \$2.7 million project. Construction on the initial phase of the greenbelt was completed in early 2003. JCLA continues to work with City of Alexandria in developing additional phases and long term maintenance of the project

**E. Bolton Avenue Corridor Enhancement, Alexandria, LA**

**Contact:**

Mike Wilkinson, P.E., City Engineer, City of Alexandria (318) 473-1173

**Project Description:**

The City of Alexandria, Louisiana selected a team led by JCLA to develop a corridor enhancement plan for Bolton Avenue. The overall goal was to develop strategies that would contribute to the positive redevelopment of the corridor within an underserved area of the city. The conceptual corridor enhancement plan focused on increasing the walkability and bikeability of the corridor by providing generous sidewalks and bike lanes, which allowed the surrounding community to more easily navigate the corridor. Rain gardens improve the stormwater drainage and storage capacity within an area that traditionally suffered from localized flooding during heavy rains. Canopy trees and understory plants were incorporated into the rain gardens to filter storm water pollutants, provide shade for pedestrians, and create a softer edge along the street. New lighting, bus shelters and seating areas were integrated into the corridor to provide the community with a safer and more comfortable environment.

Phase I began at the centralized neighborhood Community Center and was completed in 2013. Phase II was completed in April of 2015, extending these design principles toward Bayou Rapides Avenue.

**F. Third Street Corridor Enhancements, Alexandria, LA**

**Contact:**

Mike Wilkinson, P.E., City Engineer, City of Alexandria (318) 473-1173

**Project Description:**

Under the City of Alexandria's SPARC program, the Third Street Corridor was identified as an area in need of revitalization. Jeffrey Carbo Landscape Architects and Site Planners joined a team of allied professionals to develop a corridor enhancement plan to encourage positive redevelopment in the area.

JCLA worked with the team to develop concepts for streetscape renovations, which included improved drainage systems, new wider sidewalks, street lighting, new rain gardens, tree and landscape plantings, bus shelters and additional site amenities. The plans focus on developing a streetscape that will attract new businesses and enhance the surrounding neighborhood creating a more pedestrian friendly atmosphere for the residents. The plans also included the development of a new gateway into the area, creating a unique identity for the neighborhood. The team held community workshops, public charettes, and stakeholder meetings to develop the conceptual corridor enhancement plan.

Because Third Street is also a Louisiana State highway, the design team also coordinated its efforts with LaDOTD in order to ensure the proposed improvements met the requirements for state highways. Currently, construction documents under development for this project with construction anticipated to begin sometime in early-2016.

**G. Greater New Orleans Foundation, New Orleans, LA**

**Contact:**

Mac Ball, FAIA, Principal, Waggoner and Ball Architects (504) 524-5308

**Project Description:**

Many stormwater issues exist in the Greater New Orleans area – undersized infrastructure leads to frequent flooding; large amounts of impervious surfaces discourage groundwater recharge, leading to increased subsidence; and because of the City's elevation, stormwater is generally removed as quickly as possible. However, the Greater New

Orleans Urban Water Plan, developed in 2011 by a team led by Waggoner and Ball Architects, proposed a more progressive approach to managing stormwater in the City, and JCLA integrated many of the plan's concepts into the beautiful Event Terrace and Parking Area at the Greater New Orleans Foundation's new headquarter building on historic Lee Circle.

The parking area is paved with pervious asphalt to encourage groundwater recharging, and a perimeter rain garden detains and treats excess surface flow. Rain water from the building's roof is visibly captured to highlight the practice of stormwater harvesting. Water then flows through a series of rain gardens on the Event Terrace that treat the water before it ultimately drains into the large subsurface cistern. Water stored in the subsurface cistern is then used as the site's main source for irrigation.

**H. Baton Rouge Lakes Master Plan, Baton Rouge, LA**

**Contact:**

Mr. John Spain or Mrs. Lauren Jumonville, Baton Rouge Area Foundation  
(225) 387-6126

**Project Description:**

In September of 2014, JCLA was selected as part of a team led by SWA Group to develop a Master Plan for the Baton Rouge Lakes, which are located in the heart of the City and serve as one of Baton Rouge's largest natural assets. Constructed in the early 1930's as part of the federal Works Progress Administration, the cypress tupelo swamp located on the edge of LSU's campus was cleared and converted into a system of lakes. However, the lakes have been subject to sedimentation and nutrient overloads from surrounding areas, and these aspects are threatening the long term viability of this highly used recreational space for walkers, bikers, fisherman, kayakers, and nature lovers.

The goal of the Master Plan is to reverse the decline of the Lakes, and create a system that will continue to thrive for future generations. To accomplish this, the solution must look to combine the needs of the community with the needs of the environment in a mutually beneficial manner.

Ultimately the Baton Rouge Lakes Master Plan will include multi-use trails, sidewalks, bike paths, public amenities and facilities, landscape design, habitat restoration, traffic circulation, parking, and way-finding. It will also identify how and where to best utilize the spoil from the dredge to implement these features. In addition, the master plan will outline how the public and private sector can best develop, promote, utilize, fund, manage, and maintain the enhancements proposed for the Baton Rouge Lakes.

I. **Jena Town Park, Jena, LA**

**Contact:** The Honorable Mayor Murphy R. McMillin (318) 992-2148

**Project Description:**

The goal of the Jena Town Park Masterplan is to develop a short and long term strategy for the successful integration of the new proposed elements within the context of existing significant and valuable amenities and infrastructure. This plan retains the park's best assets, with proposed improvements including recently acquired and adjacent acreage. The proposed creek/stream restoration, extensive trail system, parking reorganization, with the elimination of Austin Road, will help highlight and enhance existing spaces, and eliminate many potential pedestrian conflicts. Access to Terrall Street would be limited during special events, and improved, parking creates more desirable park imagery upon approach. Proposed Phase I improvements along the park's eastern boundary include a meeting/interpretive, education center and adjacent parking. Paths, trails and overlooks connect this space to adjacent forest, meadows, creeks, and existing park recreational amenities.

J. **Greening Congress St, Jackson, MS**

**Contact:**

Clark Wilson, Office of Sustainable Communities, U.S. Environmental Protection Agency (202) 566-2880

**Project Description:**

Congress Street, in downtown Jackson, Mississippi, is bisected by the state capitol building and grounds. In addition to the capitol building, many civic and government buildings line the street, including Jackson City Hall, Hinds County Courthouse, the Governor's Mansion, and the State Supreme Court. The city of Jackson selected Congress Street for the Greening America's Capitals program because of its prominence in the city, with the goal of making it more walkable, more attractive, and a model for sustainable design elsewhere in the city. The design team, led by Jeffrey Carbo Landscape Architects, studied the existing conditions along Congress Street with multiple tours, then held a three-day workshop with federal, state, county, and city staff, as well as property owners, residents, neighborhood groups, local developers, and design professionals. The design options show how the city could reuse existing space within the street right-of-way to incorporate green infrastructure, such as rain gardens, to help manage and clean rainwater and protect water quality. The proposed rain gardens will also provide areas to plant trees, add vegetation, and include street furniture to give people places to congregate. The design team used great care to locate rain gardens in areas where the impact of lost parking would be minimal, and where parking requirements were not as great.

K. **Louisiana Tech Research Park | Downtown Streetscape, Ruston, LA**

**Contact:** Sam Wallace, Administrative Services (318) 257-2769

**Project Description:**

This project is unique in that the client is the City of Ruston and the site is actually an expansion area of the Louisiana Tech Campus, known as Louisiana Tech Research Park. JCLA was hired to work with both entities to produce a master plan for the area, which would address several different issues, including circulation, safety, vegetation, and site amenities. Existing vehicular and pedestrian circulation conflicts were eliminated to create safe walking areas for students and faculty.

Existing overhead utilities were removed and placed underground. Street trees and paving types were used to create a more aesthetically pleasing environment as well as a unifying element between existing and proposed structures. A pedestrian path

linking the Tech campus to Downtown Ruston was created by eliminating parking and using wide sidewalks combined with site amenities such as furniture, lighting, trash receptacles, as well as street signage. In order to deal with water run-off from streets, select areas of the project are designed with sunken tree wells.

**L. Fontainebleau State Park Master Plan and Phase I, Mandeville, LA**

**Contact:** Trapolin Peer Architects, New Orleans, LA (504) 523-2772

**Project Description:**

The Fontainebleau State Park is approximately 2,800 acres in size, with about 700 of those acres in significant marsh on the Southeast corner of the site. The endeavor to update a master plan for Fontainebleau State Park was an effort by the State of Louisiana to capitalize on resources within the parks boundaries and opportunities inherent to its geographic location, which had yet to be realized and provide recreational and natural experiences for citizens of Louisiana and for out-of-state visitors.

The master plan will guide development of Fontainebleau through the 21st century. The state has realized the potential of Fontainebleau as a significant recreational resource serving one of the most populated areas of the state. Ecotourism is also a possibility for the park. The goal of the master plan is to provide a realistic Recreational Development Plan, capitalizing on public access to the incredibly diverse and rich fabric of resources which exist on the site. A Resource Management Plan is another critical component to the park's long-term success.

**Barron Heinberg & Brocato Architects and Engineers Experience [BH&B]**

**M. Alexandria Levee Park Recreation Area, Alexandria, LA**

**Contact:** Ken Guidry, Red River Waterway Commission (318) 352-7446

**Project Description:**

This project involved the planning, design and construction of active and passive Riverfront design features and elements which have served the community and been in place for approximately 25 years. Included as integral part to the project were approximately 30 design features such as:

- Waterfront Amphitheatre with Covered Seating
- Top of Levee Plaza Deck
- Overlook Pavilion at the Murray Street Bridge Approach,
- Riverfront Pavilion, Comfort Station and Boat Launch Ramp at Upper 3<sup>rd</sup> Street
- Access Drives and Parking
- Asphalt Walk Trails

The project involved coordination and a establishing a working relationship with the City of Alexandria, Red River Waterway Commission and the U.S. Army Corps of Engineers.

**N. Alexandria Riverfront and Exhibition Center, City of Alexandria**

**Contact:** Ms. Delores Brewer, former Capital Project Coordinator, 473-1370

**Project Description**

A variety of complex design, technical, and permitting issues challenged the Design Team, but all of which were resolved for completion of a successful project.

- Portions of the site required relocation of existing businesses and demolition of existing structures.
- The building program and confines of the site required an elevated structure which had to span above sections of Highway One and Jackson Street.
- The facility tied into the existing Alexandria Convention Center as well as the Hotel Bentley.
- The Building and Levee Plaza were constructed within close proximity to the land side sections of the Red River Levee
- A variety of Review Agencies required technical reviews for approval of Design and Engineering solutions which impacted the project:
  - U.S. Army Corps of Engineers
  - Louisiana Department of Transportation and Development
  - Atchafalaya Red River Bayou Boeuf Levee District
  - Red River Waterway Commission

**O. Alexandria Central Economic Development District: Development of Projects Along Alexandria's Riverfront**

**Contact:** Mr. Jeffrey Hall, Former Chairman, Board of Directors, 442-4088

**Project Description**

In mid-2003 ACEDD was established as Development District by Legislative Act with the goal of fostering and sponsoring development with Downtown Alexandria and its Riverfront.

In 2004 BH&B presented early concepts for improvements and further development of land along stretches of the Red River extending from Upper Third Street, Downtown Alexandria and Lower Third Street areas.

BH&B assisted ACEDD with presentations to the City of Alexandria, Red River Waterway Commission and the Louisiana Delegation in Washington, DC. Additional efforts by BH&B and ACEDD resulted in various forms of State and Federal Funding totaling approximately \$ 2.3 million. Initial grants were utilized for planning and subsequent grants were designated for construction projects.

BH&B planning and conceptual design moved forward with a variety of design proposals which were presented for inclusion into the City's SPARC Initiative as a Qualification Submission in 2008 and 2009.

During subsequent years BH&B was able to investigate and formulate updates to its original planning activity. Recently with a renewed effort and refined ideas BH&B has developed a coalition with local property owners, developers and site planners for a response to City's RFI|RFP. BH&B previous history and experience with Downtown Planning along with the RADD Team coalition provides it with unique capabilities for development of the Riverfront and Downtown.

**P. Alexandria Urban Master Plan:**

Partnering with Patrick C. Moore Landscape Architects, BH&B developed a Downtown Master Plan which encompassed over 900 acres in the Historic Urban Core. This plan deals with the Riverfront, Interstate I-49, Bayou Rapides and the dense urban fabric of the City as: The seat of Government and Justice, The center of Finance, Education, Arts and Culture along with the Faith Community and Healing Arts.

The Plan addresses streets, zoning, Riverfront, interstate linkages and neighborhood improvement. It proposes major enhancements such as housing, retail centers, hotel and office development: parks and plazas, cultural facilities and recreational features. Its goal: To enhance the genuineness of the Historic City Center and foster economic development and growth.

The plan excerpts show BH&B's conceptual city planning design effort for dealing with the variety and complexity inherent in large scale master plans.

**2. Objective measures of success, such as awards or commendation resulting from previous projects, -OR-**

**Jeffery Carbo Landscape Architects and Site Planners [JCLA]**

2015 Louisiana ASLA Award of Excellence: AEX - Gateways, Roundabout, and Terminal

2015 Louisiana ASLA Honor Award: Battle of New Orleans Bicentennial Memorial

2015 Louisiana ASLA Merit Award: Mid-Century River House

2015 Louisiana ASLA Merit Award: City Park Residence

2015 Independent Magazine INDesign Awards Residential Design Gold Medal: Mid-Century River House

2014 National ASLA Honor Award: Woodland Rain Gardens

2014 Louisiana ASLA Honor Award: South Highlands Residence

2014 Louisiana ASLA Merit Award: Classic Louisiana Residence

2014 Louisiana ASLA Merit Award: Indian Springs School Master Plan

2014 Louisiana ASLA Merit Award: Intermountain Management Corporate Offices

2013 Louisiana ASLA Award: St. Landry Parish Visitor Center

2013 Louisiana ASLA Award: Hill Farm District Master Plan

2013 Louisiana ASLA Award: Gallery Garden Terrace

2013 Louisiana ASLA Award: Pool with a View

2012 National ASLA Honor Award: Shangri La Botanical Gardens and Nature Center

2012 Louisiana ASLA Honor Award: Hale Hall Louisiana Tech University

2012 Louisiana ASLA Honor Award: Colorado County Residence

2012 Louisiana ASLA Merit Award: Two Centre Court Office Tower

2012 Louisiana ASLA Merit Award: Lakeside Residence

2012 Louisiana ASLA Merit Award: Horseshoe Drive Residence

2011 Louisiana State University Stephenson Entrepreneurship Institute 100 Fastest Growing Tiger Businesses

2011 Louisiana ASLA Honor Award: Squire Creek Residence

2011 Louisiana ASLA Merit Award: Bridge Truss Pavilion

2011 Louisiana ASLA Merit Award: Reflection Garden - Marketing Brochure

2010 Louisiana ASLA Award of Excellence: Rain Garden Residence

2010 Louisiana ASLA Honor Award: Cane River Community Master Plan

2010 Louisiana ASLA Merit Award: Claiborne Parish Residence  
2010 Louisiana ASLA Merit Award: Live Oak Residence

**Barron Heinberg & Brocato Architects and Engineers Experience [BH&B]**

Diocese of Alexandria Competition Winner	Chancery Offices Alexandria, LA
American Society of Landscape Architects Merit Award	Alexandria Urban Master Plan
LA Architects Association Honor Award	Alexandria Museum of Art
LA Architects Association Honor Award	Rapides Women’s Hospital and Medical Office Building
U.S. Air Force Design Award Program Merit Award – Concept Design	Consolidated Support Center England Air Force Base

**3. Unique community ties, knowledge, or placement to effect best practices in the development of business models, historic preservation, riverfront activity, or downtown-style development.**

**JCLA and BHB** have sustained and established home offices in Alexandria with experienced and capable professional staffs in sufficient number to properly address and service the needs of the proposed project.

Our ties, activities and support of the Community are long standing as both firms have established and superb reputations for providing excellent design services as evidenced by a long list of successfully completed projects within Downtown Alexandria and throughout the Region.

Projects highlighted under Experience Part A above, provide excellent examples of work which relate to riverfront activity.

**Other members of our RADD Team, such as Michael Jenkins and Oday Lavergne** embody the drive, desire and resources to promote and improve our community with their investment of time and financial resources in Downtown properties.

Mr. Jenkins is a downtown property owner and developer who has focused his recent efforts of time and resources into Historic Preservation with improvements and re-opening of Hotel Bentley. Another historic and important downtown property, The Diamond Grille has become successful under Mr. Jenkins’s ownership and operation, insuring that this landmark will be preserved and continue to contribute to the mix of nighttime activities necessary for a Revitalized Downtown. Other important and Historic Downtown properties having the potential for redevelopment are also owned by Mr. Jenkins. These properties are significant in size and structure and in the near future can contribute to the mix of Downtown by providing commercial, retail and housing with development as Multi-story Mixed Use facilities.

Oday Lavergne as president of Alexandria Museum of Art served as project director for the Heart of Spain Art Exhibit which was part of the bicentennial celebration of the Louisiana Purchase. Oday assisted the project by helping to raise \$ 5 million dollars through Community, State and National investors. As director of the Heart of Spain Exhibit, Oday led efforts and negotiations with the Spanish Government for the exhibit and safe transport of rare, irreplaceable, religious antiquities and art work with a value of over \$ 75 million dollars.

The success of the Heart of Spain Exhibit resulted with 81,000 visitors to Alexandria over 90 days, placing the City of Alexandria on the International Art scene with national recognition by the International Press.

As managing partner of Lee Gateway Development LLC, Mr. Lavergne with Dr. Robert Rush own approximately 7 acres, 6 blocks, of prime developable downtown property. Along with Mr. Jenkins, and with the exception of Rapides General Hospital, they represent ownership of the largest tracts of Downtown properties.

**B. Project Manager Leadership [0-40 points]**

1. Detailed information on the qualifications and relevant experience of the project manager, listing all professional degrees, certifications, awards, and commendations and providing points of contact for work on similar projects.

**Project Management – Jeffery Carbo Landscape Architects and Site Planners**

**Jeffrey K. Carbo, Principal, PLA, FASLA**

**Education:** Bachelor of Landscape Architecture, Louisiana State University, 1985

**Registration:** Registered Landscape Architect: Alabama, Arkansas, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas; Council of Landscape Architectural Registration Board (CLARB) Registered.

**Experience:** Direct project design, technical and management leadership

- o 1-49 Greenbelt,
- o Shangri La Botanical Gardens,
- o Comprehensive Plan for Downtown Redevelopment (Orange, TX),
- o Orange Riverfront Boardwalk and Pavilion,
- o Jena Town Park,
- o Baton Rouge Lakes Master Plan,
- o Bolton Avenue Corridor Enhancements, 3rd Street Enhancement

**Bio:** Jeffrey Carbo is a Landscape Architect with over 30 years' experience in professional practice. The range and scope of his concerns include environmental conservation, the historical and cultural context of local and regional projects, and attention to detail in the numerous gardens and places he has helped create.

In his role as Principal, Jeff provides leadership in client relations, conceptual design, budget development, design criticism, project management, and construction observation. Jeff serves as multi-discipline team leader, with hands-on skills in quality assurance and details.

Jeff is a member of the LSU College of Art and Design Dean's Circle and serves on the Robert Reich School of Landscape Architecture Alumni Advisory Council. In 2007, Jeff received the LSU College of Art and Design Distinguished Alumni Award and was a member of Forever LSU Campaign Cabinet. In 2011, Jeff was inducted in the LSU Hall of Distinction, the highest honor given to LSU graduates.

Jeff is a member of the American Society of Landscape Architects (ASLA), Landscape Architecture's professional society. Jeff has been an active member in the local chapter for a number of years. He served as President of the Louisiana Chapter of ASLA in 2000. In 2005, Jeff was elected to the Class of Fellows of the national organization. Jeff served on the ASLA National Education Programming Committee and has been a speaker at ASLA Annual Meetings in 2007, 2008 and 2009. Jeff has also been a speaker at numerous state, regional and national conferences as well as garden clubs throughout the south regarding the firm's work and philosophy.

Jeffrey Carbo Landscape Architects is a current United States Green Building Council Member. In 2011, Jeffrey Carbo Landscape Architects was honored as one of the Top 100 fastest growing tiger businesses during the LSU 100 Awards ceremony.

### Project Management – Barron Heinberg & Brocato Architects and Engineers

#### Jay Lynch, Principal AIA

**Education:** Bachelor of Architecture, University of Southwestern Louisiana, 1972

**Registration:** Registered Architect in Louisiana

**Experience:** Direct project design, technical and management leadership

- Alexandria Levee Park Recreation Area, Red River Waterway Commission,
- Alexandria Riverfront Exhibition Center, City of Alexandria
- City of Alexandria Multi-story Parking Garage
- Alexandria Central Economic Development District: Plans and Projects for Development of Projects Along Alexandria's Riverfront
- National Hurricane Museum & Science Center, Phase I Program Development, Schematic Design and Marketing, Joint Venture with Reich & Petch
- Alexandria Museum of Art, Programming, Design, Construction Administration
- Heart of Spain Exhibit at the Alexandria Museum of Art: Reprogramming and re-configuration of existing Exhibit space and Internal Circulation, coordination of HVAC and Technology Improvements.

**Bio:** Jay is an experience design professional with over 43 years hands-on design and technical experience as well as business experience for the operation and management of a successful business enterprise. His experience is rich and varied involving many project types ranging in size and complexity. This includes design of completed buildings with a variety of functional uses for Higher Education, Health Care, Office, Commercial, Retail, Financial and Institutional Care. Facilities were successfully completed for private, local, state and federal clients. Jay's technical experience includes planning, programming, design, design documentation and design management for a variety of project types, size and dollar value.

### C. Key Project Staff and Sub-consultants [0-30 points]

1. Detailed information on the qualifications and relevant experience of all key staff, listing all professional degrees, certifications, awards, and commendations and providing points of contact for work on similar projects.

#### Jeffrey Carbo Landscape Architects and Site Planners

##### Mike Lanaux, PLA, ASLA:

**Education:** Bachelor of Landscape Architecture, Louisiana State University, 1994.

**Experience:** Shangri La Botanical Gardens

**Bio:** Mike Lanaux is a partner, senior designer and project manager that has developed skills in all areas of practice. Mike has seventeen years' experience in Landscape Architectural design and project management. He has a strong background in detail design, quality control, plant selection, and design illustration. Mike brings his strengths to projects, with institutional, commercial and residential design commissions developing strong schematic design alternatives and developing supporting graphics and details to communicate design intent.

Mike has demonstrated leadership abilities and project management skills that make him ideally suited as a Project Manager. Mike has developed professional relationships throughout his career and has excellent communication and organizational skills. On-time and on-budget performance for projects under his management has produced several award-winning designs

including working as the project manager for Shangri La Botanical Gardens & Nature Center which received project certification as LEED Platinum-NC in 2008.

Mike earned a Bachelor of Landscape Architecture from Louisiana State University in 1994. He is a registered Landscape Architect and is a member of the American Society of Landscape Architects.

**Shannon Blakeman, PLA, ASLA:**

**Education:** Bachelor of Landscape Architecture, Louisiana State University, 1999

**Registration:** Registered Landscape Architect: Louisiana

**Experience:** Baton Rouge Lakes Master Plan, Bolton Avenue Corridor Enhancements, 3rd Street Enhancements, Comprehensive Plan for Downtown Redevelopment (Orange, TX), Greening Congress Street (Jackson, MS), Mickey Markey Park Renovation (New Orleans), Orange Riverfront Boardwalk and Pavilion

**Bio:** Shannon Blakeman is a Senior Designer and Associate leading the Baton Rouge office of JCLA. Prior to joining Jeffrey Carbo Landscape Architects, Shannon worked in North Carolina where he gained experience in park, commercial, institutional, and municipal projects. During his 16 years of practice, he has developed a broad knowledge base, ranging from detail design to large scale site and master planning. His knowledge brings a well-rounded approach to the design process, providing thoughtful design solutions. In his role as Senior Designer, Shannon provides team leadership throughout the design process fostering positive client relationships, developing conceptual themes, and ensuring quality implementation. In addition, he facilitates efficient and effective communication between workgroups, clients and multi-disciplinary team members. His responsibilities also include business development for private and public sector clients within the region, while working to establish the Baton Rouge office.

Shannon graduated in 1999 with a Bachelor of Landscape Architecture from Louisiana State University. He is a Registered Landscape Architect in the State of Louisiana, and a member of the American Society of Landscape Architects, Landscape Architecture's professional society. Shannon has been an active member in the local chapter for a number of years, serving on the Executive Committee for the last 6 years.

**Steven Gremillion:**

**Education:** Master of Architecture, University of Louisiana at Lafayette 2009

**Experience:** Bolton Avenue Corridor Enhancements, 3rd Street Enhancements

**Bio:** Steven is an Architectural Designer at JCLA, joining the firm in 2012 with prior experience in residential, institutional, and commercial architectural design in South and Central Louisiana from schematic design through construction documents. At JCLA Steven is a key member of project teams where architectural integration is key to the success of projects from residential gardens to commercial and institutional campuses. Steven has also been involved in the implementation of streetscape projects in Alexandria including Bolton Avenue and 3rd Street.

Steven received a Master of Architecture from the University of Louisiana at Lafayette School of Architecture and Design in 2009 where he worked at the Community Design Workshop, developing master plans for small communities, the Oil Center, and the University.

### **Barron Heinberg & Brocato Architects and Engineers**

#### **Jack Randall, AIA, Architect, Partner :**

**Education:** Bachelor of Architecture, LSU Baton Rouge  
Master of Architecture, University of California, Berkley

#### **Experience:**

- Project leader Alexandria Urban Master Plan
- Campus Planning for Rapides Regional Medical Center
- Alexandria Riverfront Center
- Alexandria Museum of Art
- Alexandria Levee Park, Red River Waterway Commission

**Bio:** Mr. Randall has 43 years comprehensive experience in Architecture, include Design, Programming, Master Planning, Budgeting and Site Selection for major facilities including Education, Government, Institutional and Healthcare. He possesses broad experience in team management and consultant coordination. He is conversant with design principles for Energy Efficient Design, Campus Planning and Healthcare Design.

#### **Marion Chaney, P.E., Mechanical Engineer, Partner :**

**Education:** Bachelor of Science in Mechanical Engineering, Louisiana Tech University

#### **Experience:**

- Acadiana Center for Youth, Bunkie, LA
- Joint Forces Headquarters, Camp Beauregard, Pineville, LA
- Cabrini Hospital Central Plant – Operations and Support Facility
- Rapides Regional Medical Center, Alexandria, LA
- VA Medical Center, Ambulatory Care Facility, Alexandria, LA

**Bio:** Mr. Chaney has been the lead Mechanical Engineer for BH&B on a wide range of major institutional facilities, with clients including the VA, Corps of Engineers, Bureau of Prisons, LA National Guard, State of Louisiana and many other governmental agencies. Experience includes the design and analysis covering central energy plants and independent detached HVAC systems and the design and application of the latest technology for variable refrigerant flow zone systems. Owning and operating cost analysis on HVAC and electrical systems are performed on all major designs. Energy studies and resulting base data have been performed on Institutional Campuses, Educational and Commercial Facilities and Hospitals.

#### **Richard Airhart, AIA, Architect**

**Education:** Bachelor of Architecture, LSU Baton Rouge

#### **Experience:**

- Acadiana Center for Youth, Bunkie, LA
- Rapides Regional Medical Center, Women's and Children's Hospital and Medical Office Building
- Veteran Administration Memorial Cemetery and Parkway, Rayville, LA
- New Schools and School Renovation Projects, Rapides Parish School Board
- New and Renovation of Campus Facilities, Louisiana College, Pineville, LA

**Bio:** Mr. Airhart has 36 years of comprehensive experience as a Project and Design Architect on a wide range of building types in Louisiana and Texas with emphasis on large Hospital, Governmental, Institutional and Commercial Projects, including multi-building campus complexes. His experience includes design of Healthcare, Religious, Educational and Correctional Facilities. He is conversant with a Design and Programming, Building Codes, and Energy Efficient Design. Richard typically leads and manages large projects with a high degree of complexity.

**Rodney Leblanc, AIA, Architect**

**Education:** Bachelor of Architecture, University of Southwestern Louisiana

**Experience:**

- Acadiana Center for Youth, Bunkie, LA
- Central State Psychiatric Hospital
- New Schools and School Renovation Projects, Rapides Parish School Board
- New and Renovation of Campus Facilities, CHRISTUS Saint Frances Cabrini Hospital, Alexandria, LA

**Bio:** Mr. Leblanc has 35 years of comprehensive experience as a Project and Design Architect on a wide range of building types. His experience includes design of Healthcare, Religious, Educational and Correctional Facilities. He is conversant with Design and Programming, Building Codes, Energy Efficient Design and a variety of Computer Aided Design and Modeling programs. Rodney typically leads and manages large and complex projects.

**2. An explanation of what each key staff member will individually bring to the project and how their individual contributions is not duplicative or unnecessary.**

As noted in previous sections above, Professional Key Staff showcased above will be assigned to this project in various roles and with specific assignments. Their roles and assignments will vary during the duration of the project and will be based on the expertise and talents of each Design Professional or Engineer. Our RADD Team is talented and diverse and of sufficient size and capability to address the needs of this assignment:

**Staff Availability by Discipline:**

Site Planner	2
Architecture	4
Landscape Architecture	4
Event Planning & Management	1
Interior Design	2
Marine & Land Transportation	2
Surveyors	3
Civil Engineering	4
Structural Engineering	2
Electrical Engineering	2
Economic   Market   Feasibility	2
Digital Communications & Graphics	2
Cost Control & Monitoring	2
Technical Support Staff	6
Construction Admin   QA	2
<b>Total</b>	<b>40</b>

3. If any sub-consultant will be employed, they shall be clearly identified in the qualification. The prime consultant shall notify the City, in writing, of any changes in key staff, and the COA shall have the right to terminate or renegotiate the contract if those change affect the work product or the time schedule.

#### **RADD Team Members and Consultants**

RADD Team Members and Key Consultants have been assembled to meet the goals, objectives and expatiations of the proposed project. The following is a list of RADD Team Members and Consultants with a brief description of their roles and experience.

#### **Michael Jenkins, Property Owner and Developer**

Property Owner: Multiple Downtown Buildings and Parking Sites including the existing two story structure formerly known as the Alexandria Town Talk Press Building at 1141 Second Street. Ownership listed as Riverside Hospitality, LLC, Alexandria, LA

#### **Oday Lavergne, Developer**

Property Owner: Multiple Downtown building sites comprising approximately 6 + blocks with approximately 7 acres. Ownership listed as LEE Gateway Development LLC, Alexandria, LA

#### **Sam Voisin, Regional General Manager, SMG**

Design & Operations of Live Entertainment Venues, Event Programming and Facilities Management Shreveport, LA

#### **Jeffrey Carbo, Principal**

Site Planner, Landscape Architect, Project Manager  
Alexandria, LA

#### **Jay Lynch, AIA, Principal**

Architect, Designer, Project Manager  
Barron Heinberg & Brocato Architects and Engineers  
Alexandria, LA

#### **Bob Bekoff, Principal**

Bob Bekoff Consulting, Land and Water Based Transportation Consultant

#### **Kerry LaBauve, P.E. Marine Consultant and Civil Engineer**

#### **Robert Hughs, P.E. Civil Engineer**

Meyer, Meyer, LaCroix and Hixson Consulting Engineers  
Alexandria, LA

#### **R.J. Dunn, P.E. Electrical and Special Systems Consultant**

EE Consultants  
Alexandria, LA

#### **David Walker, Development Advisor**

Market Review and Preparation of Financial Pro-formas  
Alexandria, LA and Miramar Beach, FL

#### **Cheryl Baxter, Economist**

Up-date 2008 Market Research, Assessments and Opportunity Areas  
Prepared by Economic Research Associates [ERA]  
Fort Meyers, FL

**D. Project Methodology and Approach** [0-10 points]

1. Provide detailed information on your methodology and availability in meeting the scope of work and unique local or similar expertise.

**Team Approach:**

RADD has a strong design component with the combined expertise and capabilities of BH&B +JCLA. Our efforts will be fully integrated and synchronized to meet the requirements and expectations associated with this significant project.

Our approach is progressive and innovative but, it is also flexible in order to further the goals outlined in the RFI|RFQ. It recognizes that this assignment is unique and affords the stakeholders an opportunity to participate in the planning and design process but, as important to assist the City in further refining the goals and objectives for successful Revitalization of Downtown.

**JCLA Firm Philosophy:**

Jeffrey Carbo Landscape Architects strives to create elegant, serene and meaningful landscapes with timeless appeal. Our work is influenced by not only client needs and requests, but the indigenous landscape character of the region or locale in which we are working. Our goal is to identify unique local characteristics, and incorporate those features with subtle and abstract interpretations. We believe it is possible to successfully integrate and balance practical concerns with art, ecology, the environment, and the culture and history of place.

JCLA embraces an integrated design methodology where all design disciplines collaborate with stakeholders from a project's inception through design and implementation.

**BH&B Design and Project Philosophy:**

Barron Heinberg & Brocato uses a set of core principals to address the goals, objectives and needs of the Client and Project.

- **Good design does not just happen.** It comes about when good Designers and good Clients join in thoughtful, cooperative and creative effort.
- **Every project is different and has a set of unique requirements, restraints as well as opportunities.** Seeking and discovery of pertinent information leads to identifying and realizing a feasible program for development.
- **Building Program Charettes** with the Client, Stakeholders and Users.
- **Frequent one-on-one discussions** with Client, Stakeholder and Users throughout the Design Process.
- **Hands-on involvement of the Design Principal** through all design and completion phases to ensure single source responsibility to our Client for Design and Project Management.
- **Budget Control** at all phases with frequent updating to track current cost.
- **Team Flexibility.** The size and depth of experience of professional staff enables allocation of resources in proportion to the need as the project develops.
- **Our Design Team is located in Alexandria** for Quick on-site response whenever the need arises.
- **Focused Consultant involvement in early schematic design** to surface all relevant issues with resolution of any conflicts.

- **Maintaining Core Team integrity from inception to ribbon cutting.** Our Core Team will be responsible through successful completion of the project.
- **Commitment to excellent design** on the cutting edge – a passionate need to “do the right thing – right”.
- **Strong Regional Design and Engineering Leadership** with a core of Professional having many years of hands-on design, engineering and construction experience.

### **Working Relationships**

There are prior and current working relationships between BHB and JCLA as well as Consultants formed when coming together as Design Team collaborators on other meaningful projects. In addition other Design Team members whom have specialized knowledge and experience are assembled for active participation in the successful completion of this assignment.

### **Work Plan of Task for Planning, Programming and Schematic Design**

As the design process begins we will develop a work plan outlining all of the anticipated and required tasks to further define and refine each design element or feature. The Work Plan will guide the effort for initial project phases. It will also articulate the task list, goals, deliverables and techniques of developing project information and identifying the key issues associated with the project. A detailed task schedule with Design Team members assigned to particular areas of specialization will be developed and used to monitor progress as well as outline participation of the City's Team, Advisors and Stakeholders.

### **Design Workshops**

We strongly advocate design workshops and design review meetings with the active participation and discussion with the City's Team, Advisors and Stakeholders. Workshops will be linked to the central issues and project milestones with identified deliverables.

The desired outcome of this initial phase of planning and schematic design is the refinement of a program further defining and tabulating project requirements, features and use areas. In addition it is used to identify key central issues and their resolution which will facilitate progression of the project into subsequent development phases for Design Development and investigation of Feasibility.

### **Early Cost Estimating and Feasibility Determinations**

During the planning phase and at the conclusion of Schematic Design additional project feasibility will be investigated with development of early cost estimating for each project element or feature. At the conclusion of the planning phase a more detailed financial project Pro-forma will be developed and utilized to further evaluate what specific incentives may be necessary to assist and support the project.