

**Randburg CBD public environment  
upgrade: Review of signage and  
preparation of a proposal to rationalise  
and improve branding, navigation and  
orientation systems**

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**REQUEST FOR QUOTATION FOR:**

**1. Urban Designer**

Contract Number: RANDBURG / URBAN / CN001

**2. Traffic Engineer**

Contract Number RANDBURG/TRAFFIC ENG/CN002

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**MARCH 2011**

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## 1. INTRODUCTION

### Quotation Notice

The JDA is requesting quotations from traffic engineers and urban designers to review the signage across the Randburg CBD and propose a concept design and implementation plan to rationalise and improve the branding, orientation and navigation systems as part of a phased public environment upgrading programme.

“Quotation for Contract No. Randburg / Urban/CN001

“Quotation for Contract No. Randburg /Traffic Eng/ CN002

Experienced companies and / or joint ventures, with suitably qualified and registered professionals, and with a proven track record of delivery are hereby invited to serve as the professional team for the review, rationalisation and improvement of signage in the Randburg CBD for implementation as part of a phased public environment upgrading programme.

The geographical area is the Randburg CBD as defined in the Randburg CBD Urban Development Framework (2010).

The aims of the project are to:

- a) Improve the visual appearance of the Randburg CBD by identifying actions to reduce clutter due to signs and illegal advertising, and rationalise orientation and navigation systems
- b) Promote the Randburg brand throughout the area by proposing signage guidelines and concept designs for gateway, landmark and public art elements.
- c) Establish new information, navigation and orientation signage systems that serve both pedestrians and drivers; and improve the experience of public transport commuters in particular.

Preference will be given to tenderers who have Black Equity Ownership, Black Executive Management and General Workforce participation.

The physical address for collection of request for quotation documents is:

Johannesburg Development Agency  
3 President Street  
The Bus Factory  
NEWTOWN  
2000

**Documents may be collected during working hours after 12:00pm from Friday 18 March 2011**

There is no charge for the collection of the documents. Documents can be downloaded from the JDA website and the CD containing the Randburg UDF can be collected from the office.

Queries relating to the issue of these documents may be addressed to Ms Celestine Mouton, Tel (011) 688 7851, Fax: (011) 688 7899, email [cmouton@jda.org.za](mailto:cmouton@jda.org.za)

**The closing time for receipt of tenders is 12:00pm on Monday 04 April 2011.** Telegraphic, telephonic, telex, facsimile, e-mail and late tenders will not be accepted.

Tenders must only be submitted on the tender documentation that is issued. The retyping of the tender document is not permitted.

Requirements for sealing, addressing, delivery, opening and assessment of tenders are stated in the Tender Data.

The JDA's selection of qualifying tenders will be at the JDA's sole discretion and will be final. The JDA does not bind itself to accept any particular tender and correspondence will be entered into with successful tenderer.

## **2. PROJECT INFORMATION**

### **2.1 Background**

The Randburg CBD has experienced more than two decades of decline and under-development due to several factors ranging from property trends, lack of maintenance (of buildings and the public environment), competition with other retail and office nodes, and relocation of several key government functions. In particular, office rentals remain depressed compared to other decentralised office nodes like Sandton, Fourways, Melrose Arch and even Braamfontein; and retail activity in Randburg has declined over this period.

The new Randburg Urban Development Framework (UDF), approved by Council in July 2010, cites a lack of consensus and buy-in from stakeholders on key development proposals and a lack of urban management outside of the CID area as the main reasons for the ongoing decline. The UDF has identified a need to rationalise and improve signage and gateways in the Randburg CBD, and property owners have also identified this as a priority for public environment upgrading.

### **2.2 Purpose of Initiative**

**The project's overall conceptual objectives are to:**

- Improve the visual landscape in the Randburg CBD
- Define and brand the area as an attractive business and commercial centre in order to promote investor and public confidence in these areas.
- Improve the experience of public transport commuters and pedestrians in the Randburg CBD by strengthening legibility, information, orientation and navigation systems.

**The project will seek to:**

- Improve signage systems in the area
- Make the Randburg brand more visible and recognisable.

### **2.3 Development Outcomes**

The long term implementation plan of Randburg will link directly with the JDA's strategic objectives namely:

- a) To promote economic growth through the development or promotion of efficient business environments in Johannesburg;
- b) To promote economic empowerment through the structuring and procurement of JDA projects, their management, etc.;
- c) To promote productive partnerships and cooperation between all relevant stakeholders on areas based initiatives;
- d) To facilitate public and private investment;
- e) To promote and market the businesses, assets and opportunities of the area;

## 2.4 Location

The Randburg CBD which consists of a number of streets in Randburg such as Hill Street, Braam Fisher Drive, Selkirk Ave, Jan Smuts Ave, Main Street including the areas which are managed by the CID

## 3. APPOINTMENT

The JDA is requesting quotations from urban designers and traffic engineers who together, will form the professional team that provides the consulting services as identified in the scope of work.

The professional services required are outlined per discipline below. This is followed by **item 3.3 which ALL applicants are required to take careful note of.**

### 3.1 Urban Designer

The urban designer is required to be registered with an appropriate professional body, and to have the relevant skills, experience, and capacity to deliver the scope of work within the required time frame.

#### **The scope of work is as follows:**

Review the Randburg CBD Urban Design Framework and thoroughly investigate the study area to:

- a) Present a conceptual analysis of movement and transport patterns, and the incidence of signage (in collaboration with the traffic engineer).
- b) Make recommendations about what action is required to rationalise and improve signage systems in the Randburg CBD (in collaboration with the traffic engineer). This should include proposals on:
  - Landmark and gateway elements.
  - Reducing signage clutter and duplication.
  - Outdoor advertising guidelines and enforcement in the Randburg CBD.
  - Information and navigation signage systems for private vehicles, public transport, and pedestrians.
  - Branding and place-making strategies.
- c) Prepare conceptual designs for the priority interventions emerging from these recommendations, indicative cost estimates, and a proposed implementation plan.
- d) Prepare detailed designs that can be used to inform the tender for installation of the gateway elements and other priority interventions within a defined construction budget.

### 3.2 Traffic Engineer

The traffic engineer is required to be registered with an appropriate professional body, and to have the relevant skills, experience, and capacity to deliver the scope of work within the required time frame.

The scope of work for the rationalization of the signage is as follows:

Review the Randburg CBD Urban Design Framework and thoroughly investigate the study area to:

- a) Present a conceptual analysis of movement and transport patterns, and the incidence of signage (in collaboration with the urban designer).
- b) Make recommendations about what action is required to rationalise and improve signage systems in the Randburg CBD (in collaboration with the urban designer). This should include proposals on:
  - Landmark and gateway elements.
  - Reducing signage clutter and duplication.
  - Information and navigation signage systems for private vehicles, public transport, and pedestrians.
- c) Inform the conceptual designs for the priority interventions emerging from these recommendations, to ensure compliance with traffic sign regulations and JRA practice.

### 3.3 Notes

- 3.3.1 Packaged proposals to render more than one service will **not** be accepted.
- 3.3.2 Applicants are however free to submit **separate** proposals for more than one discipline but will only be appointed for one, except in the case of civil and electrical engineering services where consideration will be given to appoint a multi-disciplinary enterprise. Such an enterprise must however submit a **separate** price for each service.
- 3.3.3 If applicants choose to tender for more than one discipline, they are required to purchase a document for **each** discipline.
- 3.3.4 Applicants are to ensure that they have adequate resources to undertake the work under stringent timeframes.
- 3.3.5 Tenderers are required to take cognisance of the role of the other professionals as described in this proposal call and work coherently with them where required.
- 3.3.6 The JDA reserves the right to ask tenderers to replace any member/s of the proposed team if they do not meet the JDA requirements.
- 3.3.7 Successful tenderers will be required to sign the JDA's Standard Form Agreement and appendices which are attached as Annexure H for information purposes.

## 4. PRICING

### 4.1 Urban Designer

- The Urban Designer should provide a price for the scope of work as identified above.
- In addition the Urban Designer should separately provide a price for the construction oversight.

### 4.2 Traffic Engineer

- The Traffic Engineer should provide a price for the scope of work as identified above
- In addition, the Traffic Engineer should separately provide a price for the construction oversight.

### 4.3 Notes

- 4.3.1 Fees **must** include standard disbursements.
- 4.3.2 In determining their fees, tenderers must take cognisance of the duplication and repetitive nature of the envisaged design work.
- 4.3.3 Tenderers must ensure that the final fee value is correctly carried over to the "OFFER" page. The value depicted on the offer page will be regarded as the tendered amount.
- 4.3.4 Successful tenderers will be remunerated in accordance with JDA's Standard Form Agreement, Appendix 4 which is included under Annexure H for information purposes.

## 5. PROGRAM

The project is to proceed in accordance with the following stringent timeframes :

<b>Deliverable</b>	<b>Date</b>
1. Professional team tender publication	18/03/11
2. Professional team tender closure	04/04/11
3. Professional team appointment	07/04/2011
4.1 Presentation of draft signage design plan	02/05/2011
4.2 Draft Presentation by Urban designer which will incorporate the gateways, public art and branding recommendations	
5. Presentation to Exco	16/05/11
6. Presentation of detailed designs	30/05/11

## 6. PRESENTATION OF PROPOSALS

Submissions are to consist of a short (not to exceed 30 pages) and comprehensible report that must provide the JDA with sufficient information to make a sound and fair evaluation of the proposal as well as the experience, capability and financial standing of the applicant to undertake and manage the project successfully. The report should address the requirements in the proposal call document and **use the same item numbers as below** for the required sections of the report. The following information must be clearly spelt out. **(Preferably with dividers indicating each section)**

- 6.1 Company Background, lists of **SIMILAR (not all)** projects including client name, contact person and telephone number, description of the works, and value of the works on which the company's fee was based.
- 6.2 Details of directors and shareholders (and members in the case of close corporations). In the case of wholly owned subsidiaries details of the holding company must also be provided.

- 6.3 Provide an organogram of the individuals to be involved on this project and note their designations. Attach detailed résumé's of said individuals. A company profile showing all members' CV's is not acceptable in this regard but may be submitted in addition to the specific requirement above.
- 6.4 A detailed statement of the applicant's approach and methodology for accomplishing the assignment. This section should show the tenderer's understanding of the process and input required towards the completion of the required services.
- 6.5 Applicants are required to submit detailed fee proposals based on the requirements set out in item 4 above and ensure that the final fee value is correctly transferred to the "OFFER" page.
- 6.6 The applicant's SMME status.
- 6.7 A certified copy of the organisation's Professional Indemnity Insurance indicating the value per claim, excess, and expiry date. A minimum cover of R 2 000 000.00 is required. This is note required for the community participation consultant and the surveyor.
- 6.8 An original Tax Clearance Certificate.
- 6.9 A statement from an independent auditor / accountant regarding the tenderer's financial standing to undertake this project.
- 6.10 A statement of the company's turnover per annum over the last 3 years and also a statement of estimated turnover of current commitments from 1 July 2010 to 30 June 2011.
- 6.11 Tenderers are to illustrate where the proposed team is currently committed and what percentage of their time is spent on said commitments. The value of each commitment must also be declared as well as a percentage estimate of the time planned to be dedicated to this project.
- 6.12 Company's and individuals' memberships to professional bodies, etc.
- 6.13 The annexures to this RFP must be completed in full. If additional relevant information is to be included, attach same directly behind the page of the annexure to which the information applies (references in the RFP to other documentation attached in any other positions to that stipulated will NOT be considered).
- 6.14 **The "OFFER" page must be completed in full and signed.**
- 6.15 Tenderers are required to submit **2 copies** of their proposals (1 original plus 1 copy).

#### **Note for joint ventures**

- The items above are to be addressed and completed by **EACH** member of the joint venture.
- An agreement between all parties of the joint venture is to accompany the tender submission
- A lead consultant is to be appointed and noted in the submission
- BEE status is to be based on a profit sharing ratio and is to be verified by independent auditors if the tender is successful. This will be for the tenderers cost.

**Failure to comply with the requirements in Item 6 will result in tenderers been negatively scored for responsiveness or disqualified for non-compliance.**

**7. ASSESSMENT CRITERIA**

Submissions will be evaluated on the following criteria :

- Technical
- BEE status
- Price / BEE for this work would be 80:20 for tenders below R 500k

**7.1 Technical**

The technical assessment is based on :

- 7.1.1 compliance: tenderers will be disqualified for failure to attach an original and valid tax clearance certificate, and for failure to complete the OFFER page in full.
- 7.1.2 responsiveness: tenderers will loose points if the items requested under item 6 above (excluding points numbered 6.8 and 6.14 which are addressed in point number 7.1.1 above) are not submitted or are not submitted as stipulated
- 7.1.3 capability: refers to the qualifications and previous relevant experience of the proposed team members (refer point 6.3 above)
- 7.1.4 previous experience: refers to the company’s experience in delivering projects of a similar nature and size to the one being tendered for with specific reference to urban neighbourhoods in decline (point 6.1 above)
- 7.1.5 capacity: relates to the tenderers ability to deliver the project on time, within budget, and according to the required specification. Accordingly the availability of suitably qualified professionals to execute the works will be considered (response to point number 6.11 above), as well as the tenderers financial standing (refer points 6.9 and 6.10).

In addition, the technical appraisal will consider soundness of methodology (point 6.4 above) to be employed in tackling scope of work.

**7.2 BEE Status**

BEE status is based on the standard JDA Procurement System Documentation and is determined from key empowerment criteria, incorporating ownership, executive management, senior management, and staff to be employed on this project. This information is derived from the tenderers response to Annexure B herewith.

The percentage allocated to each criteria is then multiplied by the following weightings :

Shareholding	: 40
Executive Management	: 25
Senior Management	: 15
Staff	: 20

**7.3 Price and Empowerment**

80 (Eighty) points are then awarded for price and 20 (twenty) for BEE in terms of the JDA Procurement Policy 80:20 split for disciplines where fees fall below R 500k.

**8. CLOSING DATE TIME AND VENUE FOR SUBMISSIONS**

The completed tender document shall be placed in a sealed envelope. The words :

**“Quotation for Contract No. Randburg / Urban/CN001**

**“Quotation for Contract No. Randburg /Traffic Eng/ CN002**

must be written / typed clearly on the envelope. The envelope must be deposited in the tender box at the

**Johannesburg Development Agency,  
Ground Floor  
The Bus Factory  
3 President Street  
Newtown**

only between the hours of 07H00 and 12H00.

**The Tender closes at 12h00 on 04 April2011.**

Envelopes will be stamped on receipt. There will be no public opening of tenders.

**NO LATE / TELEPHONIC / FAXED / POSTAL TENDERS WILL BE ACCEPTED OR CONSIDERED.**

The Johannesburg Development Agency's selection of qualifying tenders shall be in the Johannesburg Development Agency's sole discretion and shall be final. The Johannesburg Development Agency does not bind itself to accept any particular Tender and no correspondence will be entered into.

Queries can be addressed in writing to:

Celestine Mouton

E-mail : [cmouton@jda.org.za](mailto:cmouton@jda.org.za)

**ANNEXURE A**

**CONSULTANTS INFORMATION**

**ANNEXURE B**

**BEE DECLARATION**

**ANNEXURE C**

**DECLARATION OF INTEREST**

**ANNEXURE D**

**DECLARATION OF PAST SCM PRACTICIES**

**ANNEXURE E**

**DECLARATION OF PROCUREMENT ABOVE R 10 M**

**ANNEXURE F**

**CONTRACT FORM**

**ANNEXURE G**

**TAX CLEARANCE REQUIREMENTS**

**ANNEXURE H**

**CONDITIONS OF CONTRACT**