

Designer Solicitations

Full Details

Institution	UNC - Chapel Hill Academic Affairs
Institution URL for Additional Information about this Project (Optional)	https://facilities.unc.edu/resources/vendor-opportunities/
Project Name	Carolina North Place Strategy
Type of Services	Planning
Project Manager	Tiffany Lacey
Phone Number	
Contact Email	carolinanorthplanning@unc.edu
Closing Date	03/13/2026
Project Budget	\$ 200,000
Project Description	<p>One-Two Sentences</p> <p>The University of North Carolina at Chapel Hill (UNC-CH) is soliciting submittals from qualified placemaking, urban experience, and creative strategy consultants to prepare a Place Strategy for Carolina North, a mixed-use campus. Carolina North represents an opportunity to create a vibrant new campus district that supports the University's long-term research, academic and enrollment growth initiatives, enhances existing community amenities, and delivers a world-class mixed-use environment that includes exceptional public spaces and an inviting retail/entertainment district. This scope of work will craft a compelling narrative framework, building upon an existing body of work, for Carolina North, which will be the guiding influence in the implementation of the project.</p> <p>The Place Strategy will address:</p> <ul style="list-style-type: none"> - Student housing, academic, research and mixed-use districts; - Public-facing activation and everyday life; and - The relationship between buildings and the public realm. <p>The outcome is a story-driven guide to inform future planning, design teams, and development partners. This scope of work does not include a master planning design component. There is a separate RFQ for the initial land use and infrastructure master plan for Carolina North. Submitting to this Place Strategy RFQ does not preclude any firm from participating in, or leading, a Design Team for the master planning RFQ.</p> <p>Pre-Submission Meeting: A pre-submission meeting will be held on February 24, 2026 @ 2:00pm via Zoom. Please use the following link: https://unc.zoom.us/j/99883353905.</p>

This meeting will provide an opportunity to ask questions of University staff and representatives.

Submit Letters of Interest and Current SF-330 to:

Please see the University website for further information.

(Contact Person, Name of Institution & Address)

The University of North Carolina at Chapel Hill

Tiffany Lacey

Executive Director for Real Estate Development

RE: Carolina North - Place Strategy RFQ

Facilities Planning and Design

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In order to offer architectural or engineering services in response to this solicitation, the proposer must be licensed in the State of North Carolina.