



## **REQUEST FOR QUALIFICATIONS**

### **PUBLIC MARKET COMPLEX**

### **FEASIBILITY STUDY ADDENDUM**

*September 17, 2025*

Listed below are the various questions that stakeholders and potential respondents have asked SAGE regarding the Public Market Complex Feasibility Study RFQ. In the spirit of transparency and fairness, we've listed every question asked via e-mail, phone call, or during our September 9, 2025 Pre-Proposal meeting below.

**Q: Is it possible to know who SAGE sent the RFQ to?**

A: Please see below for the list firms we sent the RFQ to or expressed interested in applying:

Able City | Alamo Architects | Baldrige Architects | Beaty Palmer | Borderless Studio |  
Card and Company | CNG Engineering | Design Workshop | DHR Architects | DWG | EPS |  
Fisher Heck | Ford Powell Carson | Garza/Bomberger & Associates | Gensler | Lopez Salas |  
Marmon Mok | PBK | Pfluger Architects | SAGE | SJ Kramer | SLAY Architecture |  
Studio Plern | TBA | Douglas | Topograph | TyLin | Wildman Consulting | WSP

**Q: The RFQ mentioned a pre-submittal meeting on September 9th, but I did not see a time and location. Can you provide this information?**

A: We've updated the website this information on our website. There was a pre-proposal meeting via Zoom held on Tuesday, Sept. 9 at 2 pm. A recording is available here: <https://sagesa.org/rfq-public-market-complex/>

**Q: Could you describe the expected level of detail for the business plan—for example, whether it should include financial projections, operational models, or implementation strategies?**

A: Yes, ideally the business plan would include financial projections, operational models, and implementation strategies. The business plan should be comprehensive, inspiring, and community-informed—commensurate with industry standards. The business plan should incorporate broad stakeholder engagement and input; articulate economic, social, cultural, environmental, and historical benefits; and provide a roadmap for implementation.

**Q: From our understanding, the deliverables will follow this sequence: 1) We will assist SAGE in selecting the most suitable site; 2) We will then develop at least three concept options for the selected site for presentation to the community and the board; 3) The board will select one of these options; 4) We will then prepare an executive summary presentation and deliver one (1) business plan for the selected site. Could you kindly confirm that this understanding is correct?**

A: You are correct on the sequencing of the deliverables, with one minor clarification. The executive summary presentation may also include all three concepts, with emphasis on the lead recommendation. You are also correct that the business plan should (ideally) also include financial projections, operational models, and/or implementation strategies, but this is quite a bit of information to squeeze into a document with a maximum length of 20 pages. We want to see how well Respondents can communicate information accurately, simply, clearly, and succinctly.

**Q: Can you provide detail of what is included in the \$95,000 number?**

A: The \$95,000 is intended to cover everything that would be needed for a business plan, feasibility study, and conceptual designs. The remaining balance of \$55,000 is intended to cover SAGE's community engagement efforts. A feasibility study could envision a building that is as large as 100,000 sq. ft. with 3 stories if that's what the economic analysis and design renderings support) and, however, we envision more than a simple mass food truck venue.

**Q: Some portion of the grant funds will be used for SAGE to support community engagement related to the planning study. What is SAGE's vision for the collaboration between the selected firm(s) and SAGE? What elements of the scope are covered by SAGE and what are the expectations related to the consultant?**

A: We have deliberately been somewhat broad to encompass those firms who may already have dedicated public engagement staff, but we understand that some firms may have no community engagement capacity. For the most part, SAGE will be involved in the planning and execution of the public facing work. SAGE will organize and publicize community events (surveys, townhalls, interview, etc.). The full grant is for \$150,000. We assume that based on our analysis of the market, this costs could be between \$60,000-\$95,000. We have allocated \$55,000 of the grant to support SAGE's community engagement.

**Q: Is there potential for developing a network of multiple smaller sites, rather than a single property?**

A: Yes.

**Q: Is SAGE prioritizing a single building, multi-building campus, or a phased development strategy?**

A: SAGE has not prioritized a single building, multi-building campus, or phased development strategy. We are open-minded as to which approach may be the most feasible, but our assumption

is that a single-phase, single building strategy is likely most feasible. That said, based on the data presented through this process, our assumptions may turn out to be incorrect.

**Q: Is there the idea that there would be multiple concept designs for multiple sites, or should there be one overall program concept that can be applied to different sites? How finalized will the site selection be based on this process?**

A: It is not the case that the same design will be used at every potential site. We envision that some sites might be appropriate for a smaller footprint with more vertical capacity and some sites may allow for a massive footprint without the need to go beyond one story. The final deliverable will still include a set of options with a preferred choice.

**Q: Is there a preferred development financing structure (e.g., public-private partnership, nonprofit ownership, lease/own hybrid)?**

A: We do not have a preferred development financing structure, but nonprofit ownership would be the simplest option. We welcome recommendations on the ideal development financing structure.

**Q: What is the number of community engagement events that should be planned or is that part of the proposal.**

A: We envision at least 2 town hall-style events. One for an initial conceptual conversation, and a second based on the original feedback. We don't have maximum number of events planned, however, we want to be careful to maximize engagement without exhausting stakeholders.

**Q: Are there partnerships with local developers, city departments, or anchor institutions that should be factored into the strategy?**

A: While not required, including these partnerships is welcome. SAGE has a generally positive relationship with local developers and we work with several Eastside anchor institutions (St. Philip's College, St. Paul Square, Bexar County, the City of San Antonio, Spurs Sports & Entertainment, VIA Metropolitan Transit, Carver Cultural Community Center, houses of worship, etc.)

**Q: Would a partnership with St. Phillips, the CFA, or other local schools and incubators be considered?**

A: Yes, of course.

**Q: Could anchor tenants potentially be stakeholders during the scope of these services?**

A: Yes, of course.

**Q: Is there a preferred development financing structure (e.g., public-private partnership, nonprofit ownership, lease/own hybrid)?**

A: We do not have a preferred development financing structure, but nonprofit ownership would be the simplest option. We welcome recommendations on the ideal development financing structure.

**Should the financial analysis incorporate potential public funding sources (TIF, grants, federal/state incentives) and private investment assumptions?**

A: While not required, this information would be very helpful.

**Q: After this planning grant study is presented and completed, SAGE will apply for a related implementation grant from HHS. Will the firm that did the planning grant be considered for the implementation grant?**

A: This grant is purely for planning purposes, not construction. SAGE will open a completely new RFQ process if an implementation grant is awarded. At this stage, we will not disqualify a firm selected for the planning grant from working with SAGE on a future implementation grant.

**Q: Prior to the implementation grant, will SAGE acquire the property selected by the feasibility process?**

A: Yes, SAGE must have control of the site. SAGE will either purchase the land or negotiate a site control plan. If the land is owned by a governmental entity (City of San Antonio or Bexar County), SAGE would work with policy leaders to gain site control.

**Q: What is the process beyond September 19, 2025?**

A: We will immediately begin the application review process, begin interviews in October, and select a firm by November (before Thanksgiving). Ideally, if work begins January 2026 and concludes by March 2026, SAGE will be in a great position to apply for the 2026 HHS Community Economic Development implementation grant.