

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE (UAH)  
REQUEST FOR QUALIFICATION (RFQ) EXECUTIVE PLAZA MASTER DEVELOPER  
PN: 2301003

**ADVERTISEMENT FOR  
REQUEST FOR QUALIFICATIONS (RFQ) MASTER DEVELOPER**

The University of Alabama in Huntsville (“UAH” or “University”) requests sealed qualification documents from interested firms in serving as the **Master Developer** for the Executive Plaza Development Project (“Project”).

The Department of Facilities & Operations on behalf of UAH is soliciting qualification documents from interested development teams to serve as a **Master Developer** for the transformational development of the 58-acre Executive Plaza site. Executive Plaza is located directly adjacent to the UAH campus and sits between Downtown Huntsville, UAH, and the \$2.2 billion award-winning Mid-City mixed-use entertainment district. The University’s goal is to create a mixed-use development that supports the strategic objectives of the University, University of Alabama System, and Huntsville community. UAH is seeking best-in-class Developers to transform the Site into a vibrant multi-use district, establishing a signature college-town experience that results in enhanced satisfaction, recruitment, and retention of students, faculty, and staff. Additionally, the Project aims to deepen ties to the Huntsville community, bolster research standings, and fortify UAH’s leading market position as the premier higher education and academic research provider in Huntsville and the Southeast.

The solicitation’s goal is to identify a Master Developer with which the University will enter into various Project agreements to develop a phased series of projects across several asset classes including student housing, a UAH-anchored research building, collaborative build-to-suit commercial office space, and retail / entertainment options. (Note: *the proposed Phase I building program is based on planning efforts led by UAH; the final program will be agreed upon between the University and Developer.*) The estimated total project cost for Phase I is \$216,000,000.

An electronic Request for Qualifications (“RFQ”) Package including schedule, project description, application requirements, and submission requirements shall be made available to all interested firms. Please email Brooks Pierce, Rieth Jones Advisors, [brooks@riethjones.com](mailto:brooks@riethjones.com), requesting the RFQ package with the project name and project number (#2301003) included in your email.

**Final submittals must be received no later than 3:00 pm (Central Time) on August 16, 2024.** Please email (1) electronic copy to the following address: [brooks@riethjones.com](mailto:brooks@riethjones.com).

Firms selected to proceed to the Request for Proposal portion of procurement will be notified no later than **September 16, 2024**. After the Request for Proposal process, the University will recommend appointment of the best, qualified firm to the University of Alabama System Board of Trustees.

For questions and additional information, contact:

Brooks Pierce  
(336) 207-7193  
[brooks@riethjones.com](mailto:brooks@riethjones.com)

This Request for Qualifications is not an offer to contract but seeks the submission of qualifications from qualified, professional respondents that may form the basis for the negotiation of an agreement. The University reserves the right to reject any or all qualifications and to solicit additional qualifications, through the RFQ process, if that is determined to be in the best interests of the State of Alabama.

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